

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LXV.

NEW YORK, Nov. 25, 1908.

No. 9.

A MAIL ORDER GOLD MINE

Real gold mines are wonderful things—

But they must take second place! *The farmers of the Missouri, Mississippi valleys, and Texas and Oklahoma get more gold out of their ground than all the gold miners on this continent.*

Their farm products are worth nearly half a billion dollars annually.

This section is a great mail order gold mine because the people who own this wealth live in the country, away from cities and supply centers.

About ten million people here never take newspapers or magazines. The best part of these read only the best farm and home papers.

Three hundred thousand of these families—one and a half million people—pay money in advance for the privilege of reading The Household. That kind of reader reads the paper down to the smallest ad.

The Household has the largest circulation of any family magazine west of Chicago. And that circulation I guarantee. The Household stands unique and supreme above other papers in this prize mail order field. That is why I

can afford to turn out a better paper than any of its class—I employ twelve department editors alone.

And that is why I have never had to worry about an advertiser after he once comes in our columns; that is why the largest and shrewdest mail order advertisers are right now taking larger and larger space. The people have the money, and the paper has the people interested—it's right up to the advertiser—to you—to come in the paper with good copy and take your profits.

I don't care what your proposition is, or what your trade conditions—the chances are nearly all that the right kind of mail order campaign here will bring results. Mail order campaigns that fail elsewhere frequently blossom and grow on this fertile ground through this exceptional medium.

The times are exactly right to start advertising. Of all the year, this is the time when our readers have the most money.

Send for a copy of the monthly "Capper Bulletin." Information handy at these branches: New York, 1306 Flatiron Bldg., J. C. Feeley, manager; Chicago, 409 U. S. Express Bldg., J. E. Brown, Manager; Kansas City, 401 Century Bldg., S. N. Spotts, manager.

Arthur Capper

TOPEKA, KANSAS, November 21, 1908.

THE HOUSEHOLD

Every Home Centres Round a Man

"What would please John?" is ever the question that guides Mrs. John whether she is planning the family dinner or her own new dress. The American husband has no need to "lord it" over his family. Because their thought is always to please him; their whole life centers in his.

When the family money is to be spent for comforts or necessities it is he who decides how it shall go. His wife, acting as his agent, may and usually does actually place the order. But be sure of this—no new thing or new line of goods is ever bought without it first receives his approval.

The relation of the American Husband and Wife is that of principal and close confidential agent. This is why the "Men's" periodicals are notably the best payers per thousand. They reach the principal, they convince one who must say the final word.

If they also interest the woman, the confidential agent, as do standard farm papers, the chain is complete and the sale clinched on the spot, just as a salesman doing business with a corporation president is helped by getting the interest and good will of his assistant.

Men Are The Buyers

Standard Farm Papers Reach Buying Men

They sell not only men's goods, household goods and farm tools, but actually women's clothes.

One manufacturer of high class kitchen specialties has used standard farm papers for 17 years to sell goods through the dealer. A successful manufacturer of woman's dress goods confines his entire appropriation to standard farm papers. The papers sell steam cookers, meat choppers, stove polish, soaps, cocoa, baking powder, and a hundred other advertised specialties or package goods through the dealer, although they are commonly thought of for their power of direct (mail order) sales on reliable goods.

The farmer makes 90% of his purchases through his local dealer, and the manufacturer who cultivates his acquaintance through standard farm paper advertising will extend his trade into fields he now scarcely touches and gain customers who will stick to his goods as long as his goods give satisfaction. This has been proven a hundred times and has earned the following papers the title of

Farm Papers of Known Value

The Ohio Farmer
The Michigan Farmer
The Breeder's Gazette
Hoard's Dairyman
Wallace's Farmer

The Wisconsin Agriculturist
The Indiana Farmer
The Farmer, St. Paul
Home and Farm, Louisville
The Dakota Farmer, Aberdeen

The Oklahoma Farm Journal

May we show you what they could do for you? No obligation is incurred by an inquiry, and it may lead to giving you a new light on a profitable field. We publish an interesting quarterly called "Standard Farm Paper Advertising" which is devoted to general farm conditions. May we send you a copy?

GEO. W. HERBERT,
Western Representative,
1736 First Nat'l Bank Building, Chicago

WALLACE C. RICHARDSON
Eastern Representative
725 Temple Court, New York City

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ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

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"ROYAL BAKING"—ITS MARK.

AN ADVERTISER THAT JUST MAKES MONEY, WITHOUT ANY ACCOMPANIMENT OF ROMAN CANDLES OR TIGHT-ROPE PERFORMANCES—NO TRICK ABOUT IT, SIMPLY PLAIN BUSINESS SENSE—PERHAPS THE MOST CONSPICUOUS EXAMPLE IN ALL THE WORLD OF THE EFFICACY OF NEWSPAPER ADVERTISING.

Within the last decade four different men have held the office of president of the Royal Baking Powder Company. They were four as different types of successful Americans as you would be likely to run across in a day's journey.

One originally ran a small drug store in the Middle West, another had been a professional advertising man, a third had graduated from a college professorship and the fourth acquired his know-how of the business from actually selling the goods and handling the trade out on the Pacific Slope.

During all these kaleidoscopic changes, the Royal has presented an unbroken front to the enemy and a calm, unruffled demeanor in its advertising which would seem to indicate that things were going well with it.

There has been no wobbling of policy, no violent change of method, no right-about-face in copy or mediums.

A half-baked journalist who knows as much about advertising as your maiden aunt does about English politics, recently undertook to read a lecture to advertisers. Why don't they get up and do something worth while, he argued. Why don't they turn out

some more Sunny Jims and Phoebe Snows? What's the matter with their mental apparatus, anyhow? Well, a Sunny Jim or a Phoebe Snow would stand about as much chance in the Royal Building as a snowball in—but there's no use of being too specific.

As Mr. Post would say, "there's a reason" for Royal's steadfast advertising policy—in fact, a number of reasons. Here's one of them:

Last year the Royal Baking Company distributed to its stockholders the neat little sum of \$1,600,000. Moreover, it added to its surplus during the same period, according to an informal statement of the present president, a larger sum than at any time since it became a New Jersey corporation. It is capitalized at \$20,000,000,—of which \$10,000,000 is preferred and \$10,000,000 common stock. The preferred is six per cent cumulative and the common started out at an eight per cent gait. But for several years the management has felt rather generous and has dispensed ten per cent dividends.

In these days of United States Steel Corporations and Standard Oil Companies, there is perhaps nothing very exciting in these figures, but when you consider that it all comes out of a little tin can that costs you only one-tenth as much as you pay for a fair quality of derby hat,—well, it is interesting, that's all.

How did it all happen? There is a pretty small chance of getting the Royal to talk for publication. They don't even hand out any of those nice little cooked-up annual statements to their stockholders. They do a deal of talking to

the public through their ads, but when it comes to discussing their internal affairs, even with their shareholders, mum's the word. Anyhow you don't have to buy their stock unless you want to. And if you should want to, you might find some difficulty in picking it up on the curb even at 110 for preferred and 150 for common.

Just once in its history did the Royal consent to be officially interviewed about its policies and that was nearly twenty years ago, for PRINTERS' INK. The proofs were revised by pretty nearly everybody in the shop, such a serious undertaking did it appear. (Now a days, PRINTERS' INK doesn't submit proofs to anybody except of its advertising pages.)

Mr. DeWitt, advertising manager of the New York *Herald*, and Mr. Meyer, of the *Ladies' Home Journal*, were crossing the Hudson River together last spring, when the magazine man playfully challenged the daily man to name a single advertiser outside of patent medicines, whiskey, etc., that had built up a national advertising success solely through the use of the newspapers. If Mr. De Witt had been in the humor of picking up gauntlets, he couldn't have done better than cite the case of the Royal.

When J. C. Hoagland began advertising Royal Baking Powder years ago the newspaper was the only well-organized medium in the field. The days of enormous magazine circulations were undreamed of. Besides Royal started out with hardly any capital and it was at first a neighborhood growth. That is a pretty solid way to build, first cinching the trade in your home town, then reaching out for near-by towns and finally covering the entire state.

So Mr. Hoagland, from his drug store in Fort Wayne, Ind., spread out gradually over the surrounding territory until the business had a big enough scope to justify moving it to Chicago. And then when he was ready to inaugurate a national, and even an international campaign, New

York became the center of operations.

From the beginning Royal furnished conclusive evidence of the efficacy of newspapers as advertising mediums. Not only did it use the big dailies but it employed the services of the small country weeklies to a greater extent than any advertiser before or since. Papers that would give 52 insertions of a three-inch ad for a five or a ten-dollar bill were not considered beneath its notice. In many cases, it undoubtedly cost the advertiser as much for postage, electrotypes and clerk-hire as the paper itself got out of the transaction. But when all was said and done the field was covered,—blanketed as thoroughly as a heavy snow-fall covers the surface of the open country. If you are specially interested in digging a moral out of the record of Royal's success, why here it is: THOROUGHNESS!

To-day the Royal is also one of the most important patrons of the magazines. It was one of the first advertisers to use the entire back-covers with a lithographed design to match the magazine's own front cover. Some famous and high-priced artists have co-operated in this work. An exhibition of Royal art from the year one down to the present day would be representative of the best pictorial and decorative designing that has been utilized in advertising.

Time was when Royal boasted that it did not deal with any agents, general or special, and that it did not use any publications that refused to allow it the agent's commission. Under this ruling a few important mediums like the *Ladies' Home Journal* were omitted. To-day these publications carry the business. An agent is employed to clear a fraction of the advertising. Of course, he does not give back any portion of the commission directly or indirectly, as that would not be right. So all is lovely on that score. Everybody is happy.

About once in so often it occurs to some one of the big agents that he ought to be handling the Royal



THE SATURDAY EVENING POST

Has a larger paid circulation than
any other weekly publication in America.

The edition for last week was over

ONE MILLION COPIES

This is, by far, the largest circulation ever attained by any weekly magazine in America. This edition required the printing of more than 100 copies every minute of every hour of the twenty-four, six days a week.

THE SATURDAY EVENING POST was founded by Benjamin Franklin in 1728. It has been issued every week for the past one hundred and eighty years, save only when the British army held Philadelphia and patriotic printers went temporarily into exile.

By paid-up, cash circulation we mean that a million people every week pay cash for THE SATURDAY EVENING POST. Our subscribers are not bribed to read it by the inducements of premiums, prizes, cut-rates, free copies; nor do we hold to the policy of once-a-subscriber-always-a-subscriber and continue to send the magazine after the subscription has expired.

GEORGE HORACE LORIMER, Editor-in-Chief

Five cents the copy; \$1.50 by the year

THE CURTIS PUBLISHING COMPANY, PHILADELPHIA, PA.

account. The expensive department which they conduct to place and check their advertising appears to him like a wasteful drain on their resources. Think how much bigger the dividends would be if he had the handling of the advertising! So he puts on his gum shoes and goes down to see whatever president happens to be holding down the job at the moment. The agent explains what a great organization he controls, how he could improve the copy, secure lower rates, and so on. He saw a list of papers the other day with the rates that Royal is paying and it is simply scandalous the prices that they are compelled to pay! Why, on a very conservative estimate he could save his commissions at least twenty times over!

The agent reports back to his office that he can be counted on to land that account in three or four weeks at the most. He makes more calls and leaves a trail of fat perfectos in his wake. *And then nothing ever happens!*

The agent explains to his office that there is so much detail connected with that account, they are so fussy about little things like "position," that he doesn't want to bother with the business anyhow. Just sour grapes! He never had any more show down there than Sunny Jim.

In the meantime the machine keeps on turning without any audible creakings. They've got the thing down fine. Here is how it works,—and comparatively few traveling salesmen are required to help:

First, the public takes the goods off the grocer's shelves.

Second, the grocer sends in his orders to the jobber.

Third, the jobber sends in his orders to the manufacturer.

Fourth, the stockholders are paid \$1,600,000 in dividends with unflinching regularity.

Such a beautifully simple plan, it is strange no one ever thought of it before!

But make no mistake, there is back of the whole proposition a lot of hard work and an enormous amount of money spent in adver-

tising, extending over a long period of years. To-day Royal is spending in advertising perhaps not more than half what it did once upon a time. *It doesn't have to.* If some powerful competition should suddenly develop, it has the resources and the ability to fight hard. But so long as the surplus continues to roll up, ad-sharps with great plans for revolutionizing things will do well to take their schemes to places where revolutions are really needed.

What is it that it is capitalized at, \$20,000,000? Largely goodwill and trade-marks into which the value has been persistently poured through the advertising funnel. The company advertises Royal, Dr. Price's and Cleveland's Baking Powder. There are some other subsidiary companies,—but that is another story.

The sales manager of the Van Camp Packing Company said in PRINTERS' INK a few weeks ago: "If a competitor desires to come in and attempt to take our business away from us, I advise him to lay out \$1,000,000 or \$1,500,000 a year for advertising, and to be prepared to keep up the pace for a few years."

The Van Camps have not been advertising anywhere near so long as the Royal and have not spent anything like the amount of the baking powder people in advertising. On the basis of the Van Camp figures, therefore, just how many millions would a competitor have to put up to get the Royal's business away from it? If you have any doubt about how strongly the Royal is entrenched, just go down into your kitchen and try to persuade your cook to use an alum baking powder at half the price!

A while ago a very large Western house engaged in selling certain trade-marked food articles to the grocery trade was ready to add another specialty to its line. Among other things, baking powder came up for consideration. The house in question is an aggressive advertiser, is capitalized way up in the millions and has a splendidly organized field force of salesmen, many times larger than

TWO ESSENTIALS

in fair dealing with advertisers are frank statements of circulation and accurate information about advertising rates.

Both of these requirements are met by *The Chicago Record-Herald*.

CIRCULATION

A statement of the net paid circulation for the preceding month appears on the editorial page of every issue of *The Chicago Record-Herald*. The circulation books are open to all advertisers.

In October, 1908, the average daily net paid circulation exceeded 141,000 and the average Sunday net paid circulation exceeded 200,000.

ADVERTISING RATES

All advertising contracts are open to advertisers, who can ascertain exactly what any advertiser pays for advertising space in *The Chicago Record-Herald*. Any advertiser can get the same rate on the same conditions as any other.

The

CHICAGO RECORD-HERALD

Royal's. There was no question at all about it being able to float any specialty of reasonable merit to which it might attach its name. It started an investigation into the baking powder situation, interviewed some of the ex-employees of the Royal and finally decided that it could invest its surplus capital in other lines to better advantage. The accumulation of good-will and force back of the Royal, the result of years of persistent advertising, scared them off.

So good advertising, persistently adhered to, in season and out, not only builds up a profit-making machine, but it also operates as a discourager of ambitious rivals. You not only build your house and pay for it out of the rental but you have it insured against fire and depreciation of value.

Many a wavering business man, undecided whether to make a plunge into the advertising pool, has been influenced to take the final step by a consideration of the Royal's success. This winter one new advertiser will make his debut as a result of the study of just such a fact-story as is outlined above.

JOHN IRVING ROMER.

Browning, King & Company, Broadway, at Thirty-second St., New York, recently issued a beautifully executed booklet entitled "Progress in Tailoring—What Has Been Achieved in Sixty Years in Making Clothing." The frontispiece shows "The Fashions of Our Fathers," as taken from a fashion plate of 1848, and, after a brief talk on the history of the clothing business and the methods of Browning, King & Company, follow descriptions and illustrations of to-day's styles in clothing and haberdashery with pleasing marginal cuts of line treatment, in red. The work reflects credit on the advertising manager of the house, C. M. Fairbanks, who is to be particularly congratulated upon the half-tone cuts showing real men in natural attitudes instead of the venal wooden-looking dummies.

DO PEOPLE READ ADVERTISEMENTS?

SOME EPISODES AND TRUTHS TENDING TO SHOW THAT THEY DO—FURTHERMORE, THAT THEY WILL READ UNDER DIFFICULTIES—NO ADVERTISING FAILURE EVER TRACED TO NEGLECT OF READING.

An advertising manager was confronted by a difficulty that perhaps every other advertising man in this country has to face some time in the year—namely, the difficulty of "holding in line" his employer, directors or client. In this case it was a board of directors. They had been looking over figures of the past year's advertising expenditure. Figures of outgo were a good deal more impressive just at the moment than any sales directly traceable to the advertising.

"We don't believe that people read advertisements," objected the board. "Your copy is informative, and if people read it, might do good. But who has time to wade through all that? Think of the thousands of other ads."

"Would you be interested in definite proof that advertisements are read?" asked the advertising manager.

"Yes, if you can prove any such thing."

"Well, then, spend a couple of dollars next Sunday in the New York *Herald* classified columns. Insert an offer of a Howard watch for one dollar. Make the offer as brief and obscure as you please. Bury it as effectually as possible. You'll find out whether people read ads, all right. The first man to look you up will be the Post-office inspector, and he will want to know what kind of a game you're running. Chances are you'll have to sell Howard watches at your advertised terms, and I shouldn't undertake to say how many you'd need to take care of demand from that one little obscure liner."

"Well," objected the directors, "any fool could get results on that sort of advertising."

"That isn't the point," insisted the advertising manager. "You

★ The Seattle ★ (◎) Daily Times (◎) A GOLD MARK PAPER

From PRINTERS' INK, November 11th, 1908.

A New Gold Mark Paper

"The Seattle (Wash.) Times, one of the foremost newspapers of the Pacific Coast, has been awarded the Gold Mark by PRINTERS' INK. The Times is the one

hundred and twenty-second newspaper to receive this distinction.

"The new Gold Mark daily, the Seattle Times, in 1907 carried 11,717,818 lines of advertising, which was more than the New York Herald or Chicago Tribune carried for the same period."

The above is conclusive proof of the Quality of the Times; the following six months' statement indisputable evidence of the Quantity of its circulation:

	Daily	Sunday
May	50,564	69,672
June	50,312	69,645
July	51,082	70,662
August	51,995	71,508
September	52,864	72,522
October	54,302	73,625

The Times has the Quality, the Quantity, the Prestige.
It is the great metropolitan paper of the Pacific Northwest.
It excels in everything.

The S. C. Beckwith Special Agency
Sole Agents Foreign Advertising
NEW YORK-TRIBUNE BLDG.-CHICAGO

wanted to know whether advertisements are read. There's your answer."

Next year's advertising appropriation went through without further hesitation.

This element of doubt as to the willingness of the public to read what he writes is often an influence upon the copy man himself. With a lot of \$100 watches to be offered at a dollar each morning he might never have such distrust. But when it comes to telling and re-telling the same business story over and over, year by year, it may be different. There are bound to come periods when he feels that there is nothing interesting to be said about soap. He wishes the house would go into the manufacture of something original.

But this distrust affects only the advertising man—never the public, which is always reading.

One of the largest companies in New York follows a policy of repeating certain selling points in its advertising steadily through a year or more, one by one, and one at a time. This policy was laid down by the man who is now vice-president. He wrote the advertising himself when the company was small. Several years ago his work was taken in hand by an advertising manager. The latter is as enthusiastic about the company's products as the vice-president, but occasionally he has doubts. It seems to the advertising manager that every possible viewpoint in the prevailing selling argument has been twisted into copy, and that the public must be as indifferent to it as he himself feels at the moment.

"Go on," urges the vice-president. "We want to repeat that point until people know it so thoroughly that we can merely refer to it in future—so that a reference of one sentence will be enough to bring it to mind. The present success of this company is based very largely upon similar points that we have taken time to impress on the public in the past. All you have to do, you know, is write the copy—don't worry about people reading, for they'll attend to that."

Some of the conspicuous adver-

tising successes have been built upon solid advertisements in a way that leaves no room for doubt as to whether people read. Dr. Pierce's remedies, for example, have never been advertised in a way to give information to the reader who runs. On the contrary, if any person wants to know what Dr. Pierce has to say he or she must sit down and read an article.

Some years ago the Woodbury facial parlors in various cities were made the basis of a test as to whether people read long ads. Full columns of solid nonpareil narrative were run in Sunday issues, the text being purposely contorted and made difficult. Down in the center of the ad was an offer to remove one mole free on Monday provided the advertisement were brought to the local office. That free offer was couched in language that made it necessary to read the paragraph several times to make certain that it was a free offer. But the hundreds of responses next day in each city settled all doubt.

The principle works as surely with short advertisements. Laxative-Bromo-Quinine has been advertised almost exclusively, it is said, through reading notices of two or three lines at the bottoms of columns of newspapers over the whole country. Occasionally, in wet, raw weather, and unhealthy localities, a newspaper campaign of large copy has been gone into. But the main story is told in these dry little ads. Thousands of persons who read them at least once a week might have no recollection of having done so if asked about it. But they know the remedy. The little ads do the business.

In one of the Western cities lately there has been much admiration of some newspaper copy published by a men's clothing house. In the trade this copy is admired for its originality, strength of statement, vigor, clean typography, etc. With the public the effect has been pronounced, too—that copy is making profitable sales. A manufacturer and retailer of women's clothing in another city wanted something that

Ask the substantial people
of your community what
they think of *McClure's*

would do for him and his line what the other copy is doing for men's clothing. An advertising man was consulted.

"You think it's the fine talk that brings business, eh?" asked the latter.

"The trade thinks so."

"It isn't that at all," declared the advertising man. "Those fine ads have always filled a full page in the newspapers. They make good by sheer brutality of space. Your own proposition needs no such space and no such talk. You sell to women. Make them an offer of any kind in the newspapers, and make it in any size space, any language. Only make it plain, that's all. For, just as you subscribe to the *New York Evening Post* and *Boston Transcript* for your financial and commercial news, and need it in your business, so every woman conducting a home reads the department store and retail advertising. Every woman needs that advertising in her business. She reads it every day for information. It is her market report."

The advertiser who would confidently set a four-page magazine advertisement before women might hesitate to send a five-page letter to a business man explaining an unfamiliar proposition that he wished the reader to comprehend and act upon. Yet this very thing was done lately by Mr. Latshaw, manager of the Curtis Publishing Co.'s textile department. A big cotton mill man in New England asked Latshaw for information and got it—five single-spaced type-written pages. This long letter received more attention from the mill man than would a single sheet. For he didn't read it at the office. There was so much information that he put it in his pocket, took it home that night, and next morning read it thoroughly coming in on his suburban train. That man is very busy. But his time is arranged so that he has on trains fully an hour and a half for reading every business day. Hundreds of the busiest men in this country have exactly this same arrangement—an hour to two hours each week-day when they are not

only at leisure for reading, but hunting for reading matter.

It seems to be the province of the advertiser to prepare copy, put it where people can see it, and then let the public do the rest. Some advertisers wake out of a frightful dream occasionally—they have dreamed that the public isn't reading their advertising. Directors dream this at annual meetings, and anxiously call in the advertising manager to find out if there isn't some way by which he cannot only write and insert the copy, but read it for the public too. When he confesses that he can't they either cut down the appropriation or get another advertising manager.

As a matter of fact, though, if there is one thing absolutely certain about advertising it is that people read it, good and bad, brief or long-winded. There is really no way of keeping them from it after advertising has been published. They read, and form conclusions favorable or adverse, and make direct applications to themselves of advertising statements in ways that no advertiser could ever anticipate, or even follow afterward. And if there is one thing certain about advertising failure, it is this: That of all the many causes thereof, nobody has ever traced it to failure of the reader to do his part.

JAS. H. COLLINS.

J. Whit Heron, who in 1902 succeeded Frank B. Noyes as business manager of the Washington (D. C.) *Star*, has been elected a director of the Washington Board of Trade.

Max Ihmsen, business manager of *Das Morgen Journal*, of New York, has been appointed publisher of the Los Angeles *Examiner*. W. P. Leach, whom he succeeds, returns to the Chicago *American*.

Barber: "Razor all right, sir?"

Customer: "My dear man, if you hadn't mentioned it I'd never have known there was a razor on my face."

Barber: "Thank you!"

Customer: "I thought you were using a file."—*St. Louis Times*.

ADVERTISING REGARDED AS A COMMODITY.

E. O. McCormick, of the Hariman lines, in an address to the fruit growers of Southern California recently said:

"You must recognize advertising as a commodity. It is imperatively necessary that you get this truth fixed firmly in your minds, before you can hope to give it that broad consideration which its importance demands. Get away at once and forever from the idea that it is an expense. It is not an expense, it is a commodity; just as necessary a commodity in the selling of oranges, as business is conducted to-day, as are the oranges themselves.

"I do not mean by this assertion that you cannot go on selling oranges forever without any advertising; but one of the purposes of this convention is to see if means can be devised which will increase the consumption of oranges and thereby increase the sales of the product.

"There is no mystery or magic about advertising—that is to say, no more mystery than attaches to doing any other thing well. It is not an experiment. Properly done it is simply good salesmanship. It does simultaneously in a thousand or a million places what an individual can do only in one place at a time.

"Paradoxically it not only does not supersede the salesman, but is his greatest ally. The better the advertising, the better the ally. It is the advance agent of the salesman. It predisposes the dealers and the public, and clears the route of the salesman of many of its thorns. Good salesmanship is the ability to induce people to buy your things equally with, or in place of, the stuff others sell.

Lincoln Freie Presse

Lincoln, Neb.

Actual Average
Circulation **149,281**

Our biggest circulation is in the States of Iowa, Wisconsin, Minnesota, Nebraska, Illinois, etc., in the order named. All subscriptions paid in advance. Flat rate, 35c.

The Louisville Courier-Journal

Is the great Morning Daily of Kentucky. For nearly half a century its will has been Kentucky's will. Its Editorial utterances touch the heart-strings of the Kentuckian—its advertising news, his purse strings. It reaches the homes of buyers "worth while."

The Louisville Times

Its Evening contemporary goes daily into 60 per cent. of the homes of Louisville proper.

It unites with this famous Morning Daily in giving the foreign advertiser a dual combination that covers Louisville and the State of Kentucky thoroughly and completely.

*Circulation books are
open to advertisers*

THE

S. C. BEGKWITH SPECIAL AGENCY

Sole Agents Foreign Advertising

NEW YORK—TRIBUNE BLDG.—CHICAGO

DO FARMERS READ THE POPULAR MAGAZINES?

By M. W. Lawrence.

General Manager of the *Ohio Farmer* and the *Michigan Farmer*

The advertising managers and solicitors of a number of the leading monthly magazines have lately made strong claims that a very large percentage of their circulation reaches the farmers. These claims have undoubtedly been made in self-defence, because all advertisers realize that farmers are about the only class whose ability to patronize advertisers has not been seriously impaired by the recent panic. Therefore, as many advertisers have decided to spend the major portion of their advertising appropriation this year in going after the farmer, it is only natural that almost every kind of a publication from the automobile paper to the zoological journal is now trying to convince the advertiser that no farmer would attempt to run his farm without regularly reading that particular publication.

There is also a surprisingly large number of otherwise well-posted advertisers who believe that an advertising appropriation confined exclusively to the leading magazines will reach every class of people, from the Eskimo to the Pueblo Indian, regardless of color, religion, or occupation.

We had read so many claims along the above lines, that we began to doubt our own knowledge of the farmer, although we have been in close touch with him for thirty-five years, as publishers of the *Ohio Farmer* and the *Michigan Farmer*. In order to ascertain the real condition of affairs, we mailed a thousand return postal cards to names taken at random from the mail list of the *Ohio Farmer*. We asked them to mark such of the eight magazines (named hereafter) as were taken in their homes. Over 77½ per cent did not take any one of the eight magazines, although they are generally admitted to be the most popular magazines of this country, and are included in all lists used by magazine advertisers.

Of the 22½ per cent who were

subscribers to these magazines, 8 per cent took *Success*, 6 per cent the *Saturday Evening Post*, 4½ per cent *McClure's*, 3 per cent the *Cosmopolitan*, 2 per cent *Everybody's*, 1½ per cent *Munsey's*, 1½ per cent the *Review of Reviews*, and 1 per cent *Collier's*.

As the *Ohio Farmer* has over 100,000 subscribers, and as the above figures are undoubtedly a fair average for the entire list, it proves that 77,500 of our readers do not subscribe for any of these eight leading magazines, and only 22,500 do.

Among our 100,000 subscribers there are only 8,000 readers of *Success*, 6,000 readers of *Saturday Evening Post*, 4,667 of *McClure's*, 3,000 of *Cosmopolitan*, 2,000 of *Everybody's*, 1,334 each of *Munsey's* and *Review of Reviews*, and 1,000 of *Collier's*.

The small percentage of magazine readers among the farming class is not caused by a disinclination or inability to read, on their part, but is mainly due to the lack of effort on the part of magazine publishers to secure subscribers in the rural districts. They have confined their efforts principally to book offers, which are much more easily worked by experienced canvassers in the cities. Some magazine publisher will wake up to the possibilities of the farmer field, one of these days, and double his circulation, at only a moderate expense, through advertising in the best farm papers.

As the situation exists now, however, advertisers using magazines can expect to reach only a very insignificant number of farmers, and, if they want the farmer's trade, they must go after him through the publications he does read—the better class of farm papers. Of course, advertisers who use magazines exclusively will reach some farmers, but the advertiser who has something to sell that farmers will buy (and there are mighty few things that they don't buy nowadays) will miss 77½ per cent of the farmers, if he confines his advertising entirely to magazines.

We believe that the percentage will be still greater in other states,

Men Who Know

That which makes any man's testimony worth while is the prominence he has attained in his particular line of work. The men who wrote the letters submitted herewith are competent witnesses on the subject of agricultural newspapers. Note what they say of THE BREEDER'S GAZETTE.

"In my opinion there is no paper better suited to the general farmer than The Breeder's Gazette."

CHAS. DOWNING,
Secretary Indiana State Board of Agriculture.

"I have read The Gazette from the first number to the last. It is always dignified and practical, and gives safe and sound advice on the subjects which it treats."

I. H. BUTTERFIELD,
Secretary Michigan State Agricultural Society.

"I know of no publication that goes farther in helping the farmer than The Breeder's Gazette."

JOHN M. TRUE,
Secretary Wisconsin State Board of Agriculture.

"The Breeder's Gazette should be liberally supported by the agricultural public throughout the nation, and its usefulness to us as a class of business men thereby increased."

J. W. NEWMAN,
Secretary Kentucky State Board of Agriculture.

"I think every farmer should take The Breeder's Gazette, for he surely will receive many times the price of subscription in the information it will convey."

T. L. CALVERT,
Secretary Ohio State Agricultural Society.

"The Breeder's Gazette is a great weekly magazine, the highest class paper in the country, and has the most influential and best type of American farmers behind it."

A. L. SPONSLER,
Secretary Kansas State Fair Association.

"The Breeder's Gazette is in the fore front with regard to valuable information relative to all departments of farm life."

W. H. MELLOR,
Secretary Nebraska State Board of Agriculture.

"The average farmer of America practices diversification in his farming operations and must keep in touch with what the world is doing for the betterment of agriculture. He can do this in no better way than by being a constant reader of The Breeder's Gazette."

J. C. SIMPSON,
Secretary Iowa Department of Agriculture.

"As a general farm and home paper The Breeder's Gazette ranks high in the list of agricultural periodicals."

J. K. DICKERSON,
Secretary Illinois State Board of Agriculture.

The Gazette was established in 1881.

Subscription price, \$2.00 a year.

It is not distributed gratuitously.

For a sample copy and advertising rates, address

The Breeder's Gazette

358 DEARBORN STREET

CHICAGO, ILL.

Geo. W. Herbert
Special Representative,
First National Bank Bldg., Chicago.

Wallace C. Richardson
Eastern Representative,
Temple Court, New York City

since it is universally admitted that the farmers of Ohio and Michigan are much more prosperous and progressive than those of other states, and naturally would subscribe more largely for magazines, without any effort on the part of the publishers to induce them to do so.

The farmer is certainly going to be popular this year, and his moneyless city cousin will be sadly neglected, but the farmers have money enough for you all, and it's up to you to get your share. If you don't you have only yourself to blame for the failure.

AN EXCEPTION TO THE USUAL RULE IN REGARD TO ANONYMOUS COMMUNICATIONS.

PRINTERS' INK would like to know the name of the anonymous correspondent who signs himself "Benzoate Soda," whose envelope is postmarked Cincinnati and who makes some surprising intimations in regard to two speakers at a recent Sphinx Club banquet.

WHEN MR. ROOSEVELT BREAKS INTO THE ADVERTISEMENTS.



CHICAGO RECORD-HERALD.

Bendiner & Schlesinger, druggists and chemists, Third Ave. and Tenth St., New York, have produced, under the title of "The Doctor," a folder, which mentions themselves and their business but once, and that very inconspicuously at the bottom of the last page. It simply devotes five 3½x6 pages of 12-point to paying deserved tribute to the doctor as a physician and a man, bringing out strongly his human side—his personal sacrifices, his unadvertised charities, etc.

Whatever the primary purpose of this folder may have been, it is a splendid ad for Bendiner & Schlesinger—the more so because of their modesty in the manner of its text and presentation.

Henry G. Longhurst, Eastern representative of the Calkins Newspaper Syndicate of San Francisco, is to deliver a lecture on Northern California in several cities during the coming month.

The Curtis Publishing Company, of Philadelphia, publishers of the *Saturday Evening Post* and *Ladies' Home Journal*, has increased its capital stock \$2,000,000.

A. G. Dulmage has assumed the business management of the *Arizona Daily Gazette*, of Phoenix, that state.

SOME WISE ADVICE.

The following "Rules and Regulations" were published in the program of the New York Representatives Minstrel Show, recently held, for the guidance of guests:

Leave your troubles at home, but put your night key and slippers in your pocket.

If you get real dry, don't give the sign of distress—just show your face.

If you wish to communicate with the spirits, rap on the bar.

Hand a man enough lemons and he'll get sour on the world.—(A 3-page contract will help some.)

Please do not feed the ushers.

A wise man does not try to pull himself out of trouble with a corkscrew.

No rain checks given after the second drink.

Please eat as little as possible—we need the money.

The performers request that gents refrain from scaling solid food at them.

Anybody desiring to complain about this bum show had better not.

Free list entirely suspended.

Exceptional Opportunity

For an Agency's or Publisher's Representative

A fully recognized, established service agency in New York wants an energetic, experienced representative, capable of securing good accounts when backed by a brainy, competent copy department.

He must invest \$5,000.00, for which he will receive a substantial stock interest in the agency.

Good, active accounts will be acceptable in lieu of part of the \$5,000.00.

The agency has successfully conducted campaigns of national prominence, and is securing new business at profitable rates, in competition with the strongest concerns.

Its business can be greatly increased by the efforts of a live outside man; hence this opportunity.

Principals only will please address, in confidence, "PROGRESS,"

care PRINTERS' INK.

HOW SPECIALTY ADVERTISING AFFECTS THE RETAILER.

SALESMEN DO NOT POSSESS THE TECHNICAL KNOWLEDGE OF THE GOODS THEY HANDLE ONCE DEEMED NECESSARY — PUBLICITY MAKES PUBLIC FAMILIAR WITH TALKING POINTS—THE GROCERS TECHNICAL EDUCATION MOVEMENT IN ENGLAND AND WHAT IT IS TRYING TO ACCOMPLISH.

The general use of advertising has had everywhere one bad effect upon retail trade. It has greatly diminished the amount of technical knowledge once absolutely necessary to the training of a retail trader, and of a tradesman's assistant or shopman. ("Shopman" and "shop assistant" are the words used here in England for what you call a store clerk. Clerk, pronounced clark, means exclusively a man or woman employed in office work.)

Of old, before the days of large proprietary advertising, a retail tradesman's business in any part of the world depended wholly upon his technical judgment in selecting goods. If he chose his supplies well, he held his trade; if otherwise, he lost it. His chance depended upon his knowledge of the goods. Those things which are not advertised to the public, and are sold in bulk or from the piece, have still to be selected according to the judgment of the retailer; but even here advertising has got rid, in part, of the need for specialized training.

Advertisements in trade papers, and not exclusively the persuasion of commercial travelers, now help the retailer in making his selection. If he is not a good judge of a particular product, he can buy it from some manufacturer who has created a trade reputation by advertising it in trade papers. Because of his stake in advertising, such a manufacturer must maintain quality. Goods advertised to the public by name or trade mark do not call for any judgment on the part of the retailer. Advertising is a guarantee of quality in itself: and the retailer would not

be held responsible to his customers for a defect. Thus it is possible to keep shop and yet know very little about the goods sold.

Of course there are traders to whom this does not wholly apply. You cannot keep, and in no civilized country would you be allowed to keep, a druggist's store without technical knowledge. An examination has to be passed before you can begin, and in Britain at all events, and probably elsewhere, mere book knowledge will not obtain a trading license. Evidence must be produced of having "served time" as apprentice to a qualified druggist. A good deal of the substitution evil arises out of this fact.

A druggist, having a limited monopoly, created by the legal restrictions on his trade, can put a larger profit on the goods he sells than he could if the trade were free and open. A doctor's prescription costs as a rule, perhaps ten per cent or fifteen per cent of the price charged for it. The difference represents the professional profit of the druggist as a skilled compounder. One recalls a spiteful anecdote of the druggist who put up a prescription and demanded two shillings. The purchaser flung down a coin and went off with the bottle. When the druggist picked up the money he found it was only a penny; but the patient was out of sight. "Never mind," said the druggist, "there's a halfpenny profit anyway."

The large profits on prescriptions and drugs generally is held necessary to pay for the druggist's education and apprenticeship. In the course of a few years these things get paid for pretty liberally. But the habit of potting a big profit makes druggists discontented with a smaller profit, and leads to substitution of advertised proprietaries. Of course it does not take any professional skill or education to hand over a package of Carter's Little Liver Pills or Scott's Emulsion when asked for, and it is reasonable that the profit shall here be less than where careful compounding

is necessary. But the druggist does not always realize this, and he is rather addicted to using his skill and education to push a substitute.

Of course all shopkeepers and assistants would like to hold a higher position than that of mere handers-out of goods guaranteed by someone else. There was an Exhibition of the Grocery Trade in London, the other day, and, in connection with it, a trade union, the National Association of Grocers' Assistants, received from the firm of Goodall, Backhouse & Co., Leeds (proprietors of "Yorkshire Relish" and many other well advertised trade marks), the money for a remarkable competition prize. The prize was a grocer's shop, fully stocked. The grocery clerk who obtains the prize will be in a position to quit the life of an assistant and start in business on his own account.

The prize is to be awarded to the most successful candidate in an examination promoted by the managers of a "Grocers' Technical Education Movement" founded in 1903—a movement designed to ensure in grocers' assistants better training than is implied by a certain competence in weighing bags of tea and sugar and handling tins of molasses. Second and third prizes are respectively a silver cup and £20 in cash, given by Messrs. Nestlé's Anglo-Swiss Condensed Milk Co.; and a gold watch presented by Messrs. George Bowles, Nicholls & Co. In addition the committee will offer next year a silver challenge shield, the gift of the Nestlé Co., which is to be competed for annually and will become the property of the competitor who wins it for three years in succession.

The prize-givers here are advertisers, and one effect of the encouragement given to technical education by this scheme will be to offset the deteriorating effect on grocers and their assistants of specialty advertising. Nearly every staple article in a grocer's shop has proprietary brands, tea, coffee, molasses, cocoa, starch, mustard and the rest. There is no packet sugar here yet, but

Do you want a \$2.50 office for \$1.25?

Good offices in the neighborhood of Madison Square rent at the rate of \$2.50 a square foot.

We have a suite of offices—2,000 feet; more if desired—which can be rented at \$1.25 a foot, because we are forced to seek larger quarters.

They are divided into three private offices, reception-room and two large workrooms.

They are just the thing for publisher, advertising agent, architect or business of that class.

There are thirteen windows, and both the arrangement and the decoration are attractive.

New lease can be made from May 1st, 1909, at the rate of \$1.25 a foot, with special inducements on the remainder of old lease from Dec. 1st, 1908.

CALKINS & HOLDEN
44 East 23d St., New York

Tate's Cubes, though sold in bulk, are known by name to the public, and I think this sugar has been advertised a little, though not lately. If so, Tate is another example of the liberality which advertisers have a way of exhibiting. He presented London with a gallery of pictures—the Tate Gallery. An acquaintance of mine says that, passing this building in an omnibus, she saw it pointed out by another passenger to a dear old lady from the country. "Fine place, isn't it?" said the cicerone; "and all built out of sugar." "Bless my soul!" was her unexpected reply. "You would never have known it by the look. What wonderful things they do nowadays!" The dangers of metaphorical language are here exemplified.

But (to get back to the grocer) one effect of improved and encouraged technical education ought to be to help the grocer to become an advertiser himself. A firm of grocers in Portsmouth, England, W. Fink & Sons, having several shops, issue a good-sized monthly house-organ, admirably written and illustrated, "Fink's Pictorial," and in this and other ways grocers as well as all retail traders all over the world might improve their position. There are more of packet cocoas, packet teas, packet corn starches and the like sold than of the loose, bulk goods. But that is because the packet stuff is proprietary, and is advertised.

Now if the grocer is technically skilled and can buy bulk cocoa, tea, corn starch and the rest to equal the advertised brands in quality, he can afford to compete with the latter in price, and if he advertises, with a little judgment, in his local newspapers, he ought to make more profit than he can make by handing out specialties. The reason that the public prefers the specialties is because they are advertised and because advertising is a guarantee of quality. But the grocer, by advertising, could tell something about the quality of his bulk stuff, and very likely give reasons for preferring it to what is sold packed.

There is plenty of room for everyone in the market, because the advertising would, as advertising always does, create new buyers and increase the total consumption of each line. The trained grocer will find that his technical knowledge helps him to advertise, because there is no way of learning how to advertise well that can compare with first learning all that is to be known about the goods advertised. The use of technical information in retail advertising would bear a good deal of expansion, in America as well as here in Britain.

THOMAS RUSSELL.

WHAT THE AD CLUBS ARE DOING.

At the next dinner of the Sphinx Club, to be held at the Waldorf-Astoria, Dec. 8, C. W. Post, of Battle Creek, will be the principal speaker. His subject will be, "The Publishers' Responsibility to the Public." The January dinner will be a Chicago night, at which Claude C. Hopkins, of the Lord & Thomas Agency, will make the leading address. The Governor of Illinois and the Mayor of Chicago will be invited to be present. In March the club will eat its one hundredth dinner.

At the November meeting of the Ad Men's Club of Boston, held on the 18th, the chief speakers were Elmer C. Rice, general manager of the Plymouth Rock Squab Co., and E. Montgomery Rollins, one of Boston's leading financial men. One of the hits of the evening was an attractive menu showing that each item served during the evening was an advertised product.

The Technical Publicity Association of New York held its regular meeting, as usual, at the National Arts Club, 14 Gramercy Place, on Thursday evening, Nov. 12th. A large number of members were present and unusual interest was manifested in the various pa-

pers read and the discussion which followed.

The subject of the evening was, "How Should a Technical Product be Marketed?" Among the speakers were John Hadcock, of the Morse International Agency; F. F. Coleman, advertising manager Lidgerwood Manufacturing Co.; J. M. Brock, advertising manager William M. Crane Co., and H. M. Post, of the Western Electric Co.

Mr. Coleman called attention to the necessity of having technically trained salesmen, especially on products of a very technical nature. As an instance of this he stated that all of the salesmen of his company were trained technical men, thoroughly familiar with both the construction and operation of their machinery under all conditions.

Mr. Post pointed out the difference between strictly technical products and technical-popular products and the proper methods of advertising each. The talk by Mr. Brock was of a humorous nature and provoked a good deal of merriment among the members. C. N. Manfred was the critic of the evening and a number of trade paper ads prepared by the members of the Association and submitted to him were put upon the griddle.

The Technical Publicity Association, New York, has issued the first number of its T. P. A. Bulletin, which will hereafter be brought out each month. It consists of eight pages, magazine size, and presents an attractive appearance. It contains a list of the officers and members of the association, a report of its last meeting, and the dates of future meetings.

The ad men of Trenton, N. J., have organized a club and elected these officers for a six months' term:

President, John D. MacPherson, advertising manager the *True American*; vice-presidents, L. V. Silver, the F. W. Donnelly Stores, S. S. Merriam, Ralph Newell, the

S. E. Kaufman Stores; secretary, Warren Eccles; treasurer, John H. Bennett, the *State Gazette*.

Is this

YOUR Young Man?

There's a young man in Chicago who wants to become connected with a publication that has *real* advertising to sell, like —Everybody's —McClure's

—Saturday Evening Post; or, with an advertising agency that offers *real* service, like—

—Calkins & Holden—N. W. Ayer & Son —Long-Critchfield Corporation.

Briefly, his specifications are:—22 years old; 4 years' experience in the newspaper and advertising business; 2 years as advertising solicitor and general utility man on a small morning daily (3,000 circulation); 2 years in various capacities on prominent class weeklies; first in charge of circulation, then in charge of the editorial end of the business departments, and more recently as advertising solicitor.

He has written a limited amount of advertising copy (some of which has been called good), has had experience as a reporter; is thoroughly accustomed to meeting people (but isn't what is generally known as "smooth"), and in a small way, has been a successful business developer.

One man, under whom he worked for 14 months, has written: "He has demonstrated his integrity, energy, persistence and loyalty to a degree that means much for the future." And the publisher of that small daily: "He has the capability to make good in any line associated with the advertising department of a publication."

His present salary is \$25.00 a week. He is willing to leave Chicago, if necessary.

The opportunity he is looking for is an *exceptional* one; but he believes he is that kind of a young man.

Address F. H. S., care Printers' Ink.

P. S.—This copy, under the heading "Wanted! The Opportunity," appeared in *PRINTERS' INK*, Oct. 14.

It is inserted again because *you* may have the chance for which I'm looking; and I may seem like the *right* young man for it.

If you're interested in learning more about me, I'll be glad to answer any questions; but if you're merely curious *please* don't waste your time—and mine.

Chicago, Nov. 19.

F. H. S.

DO YOU DO?
Business With

PHYSICIANS Sanatoria, Hospitals, Medical Schools, Etc.

The AMERICAN MEDICAL DIRECTORY

Is a necessity to you. Send for descriptive circular.

AMERICAN MEDICAL ASSOCIATION
103 Dearborn Ave. Chicago

MR. BINNER HAS HIS BOSWELL.

OMAHA, NEB., Nov. 11, 1908.

Editor of PRINTERS' INK:

I was interested in the clever article written by Bert M. Moses, of the Omega Chemical Co., which appeared in *PRINTERS' INK* issue of Oct. 14. Insofar as Mr. Moses' comments relates to his series of street car cards there is little ground to take issue with him. His cards are excellent and from his statement they have evidently been successful in promoting the sale of Omega Oil, but in leading up to the subject of his article he refers to that wonderful Egyptian-Gothic-American series of ads on Pabst Beer that was gotten up by Oscar Binner and which appeared in the magazines about fifteen years ago—it is with reference to the remarks made by Mr. Moses concerning Oscar Binner that I have to do.

Mr. Moses admits that this Pabst series of ads was the most distinctive this country ever saw. He then states that while Oscar Binner claimed credit for the work he evidently wasn't entitled to it, and to support this contention says that Binner has never been able to repeat and is now "only a pleasant memory." This deduction drawn by Mr. Moses is not a good one for the reason that Oscar Binner is to-day far from being a "pleasant memory" in the eyes of those who have been constantly in touch with the advertising world during the past decade.

I claim to be in position to speak from definite knowledge gained through closely following his work during the ten years I have been actively engaged in the advertising field, a portion of which I have had the assistance of Mr. Binner in preparing successful advertising matter for the firm with which I am connected.

The Pabst ads in question were spectacular in that they were a radical departure from the usual. They were so popular and attracted so much attention that they were the means of expanding a small and insignificant institution—The Binner Engraving Co.—into a firm that to-day enjoys a national and international reputation. The first big advertiser to recognize the merits of that series was Col. Albert A. Pope, the king of the bicycle business at that time, and for many years thereafter—Binner did his work. Binner then turned out considerable work for such great advertisers as Enoch Morgan & Co. on "Sapolio"—J. C. Ayer & Co. of Lowell, Mass., the Mellins Food Co. and Wells-Richardson & Co.

Mr. Moses may say, "Well, none of these came up to the Pabst ads," which is true to a degree, but here is a particular point to bear in mind. There are few big advertisers that can be induced to accept a radical or original departure from the general run of ads—it takes nerve to do a thing like that. In the case of the Pabst ads credit must be given to A. Cressey Morrison, advertising manager at that time, who recognized the merit of the series and brought Capt. Pabst to his way of thinking.

I believe the majority of the creators of clever advertising will agree with me when I say that there has been many a series of ads equal in merit to the Pabst ads worked out and submitted to the "man who pays the freight" only to have them turned down because of the fear that they are too radical or too novel to bring results. This, Mr. Moses, is the chrysalis that is very often too tough for any latent germ of genius to break through, no matter how hard he struggles, and in this respect I know Binner has suffered with many others.

Another achievement of Oscar Binner, and one I think overshadows the Pabst ads, was his campaign covering the advertising and ads of Life Buoy Soap. Here was a product the people actually didn't want—an ill smelling soap. Yet by a forceful and vigorous advertising campaign the product was placed all over this country and the people bought it so long as they read the ads. When you stop and consider that Americans have always bought soap with the nose—that is, people smell of it to see if they want it—and then recall the disagreeable odor of this Life Buoy Soap, you can the better appreciate what was accomplished.

Still more recently Oscar Binner mapped out a campaign for the Kewanee Water Supply Co., including magazine ads, a catalogue of exceptional merit and other follow-up literature, that is now producing gratifying results and has brought the product of that company to the attention of the entire world.

I could cite other successful advertising campaigns promoted by Mr. Binner, but the above is sufficient to carry my point. It isn't always the spectacular ads that bring the lasting results, and Binner has discovered this fact with many others.

To-day Mr. Binner is engaged in what will be regarded in future as his best work. He is editing and getting together for publication the works of that marvelous wizard (the greatest man America has ever produced), Luther Burbank. In the face of these facts I consider Mr. Moses' statement that Oscar is now "only a pleasant memory" not only entirely unfounded and uncalled for, but absolutely ridiculous. Common business courtesy should have restrained him from commenting in this manner on a man who stands high to-day in advertising circles and who in addition to his cleverness is a prince of good fellows.

Yours very truly,

E. A. HIGGINS.

Adv. Mgr. Storz Brewing Co.

A little chap in Philadelphia, whose father is a prominent merchant and, as such, never loses an opportunity to descant upon the virtues of advertising, one day asked his mother:

"May Lucy and I play at keeping store in the front room?"

"Yes," assented the mother; "but you must be very, very quiet."

"All right," said the youngster; "we'll pretend we don't advertise."—*Lippincott's*.

COLOR PHOTOGRAPHY AS APPLIED TO ADVERTISING.

An interesting exhibition of color photography and color printing was given at the office of Doubleday, Page & Co., New York, on Monday and Tuesday of last week. Among those who were invited to inspect the exhibit were many advertising men, general advertisers and publishers.

Hanging about the walls of the room were examples of color work done by the presses of the company. Perhaps the most novel features of the exhibition were a number of Lumiere plates showing photographs of flowers, fruits and country places in natural colors.

In speaking of the application of color photography to advertising, Mr. Houston said to a representative of PRINTERS' INK:

"As far as we know, we are applying color photography to color advertising for the first time in the Christmas Annual of *Country Life in America*. We felt that we had results that would be interesting for our advertising friends among advertisers and agents to see. And from the comments that have been made by competent judges during our little color exhibition the last two days it would seem that we were right in this belief.

"When Lord Northcliffe, who has been following color printing in France, Germany and England, as well as in America, with great keenness says that these results are the best that have been secured, and when Louis Tiffany, with his delicately trained sense of color values, speaks in high praise of what we have been able to do, and experienced and well-known advertisers like Mr. Donner, of the American Sugar Company, bear testimony to the same effect, we are naturally gratified with the results obtained. We appreciate, of course, that they are not perfect results, but none the less they are excellent results and, in our judgment, they warrant us in saying that color photography,

as we have been able to develop it, offers to advertisers the best chance for color advertising that they have ever had.

"Here at our exhibit yesterday and to-day we have shown such widely varying objects made by color photography as a Chickering piano in one of John Wanamaker's music rooms, the interior of

Contributors to the HOLIDAY NUMBER of Town Topics

JACK LONDON
O. HENRY
MRS. BURTON HARRISON
E. PHILLIPS OPPENHEIM
GELETT BURGESS
JAMES J. FORD
ANNE WARNER
PERCIVAL POLLARD
DAVID WARFIELD
ROSE COGHLAN
MABEL TALIAFERRO
JOHANNA GADSKI
GIULIO GOTTI-CASAZZA
CLEOFONTI CAMPANINI
RAFAEL JOSEFFY
EMIL SAUER
ARTHUR HARTMANN

—Nuf Sed

LOUIS BARKER
Advertising Manager
452 FIFTH AVE., NEW YORK

Over the Top

Here is a guide card for the filing cabinet with a celluloid tip made in one piece and folding over the top of the tab. This protects it where the wear comes and prevents curling and breaking.

Standard Index Card Co.

will be glad to send samples in case your dealer does not have them. Orders can be filled for all card sizes, with tips colored or transparent, plain or printed as desired.
701-709 Arch Street, Philadelphia, Pa.

Dr. Jelliffe's library here in New York (used in the Globe-Wernicke Company color page advertisement), the interior of a living-room showing children in Munsing Underwear—this is to be used in a page for the Northwestern Knitting Company—a group of steamer rugs made for the Pontoosuc Mills, a marvelously beautiful window for the Tiffany Studios advertisement, a number of pieces of wood showing perfectly the natural grain made for the advertisement of S. C. Johnson's Floor Wax and others that are quite as difficult.

"In a word, we have gotten a group of color advertisements by color photography for the Christmas Annual of *Country Life in America* which show in an adequate way what varied results can be secured by this new process. Not only can outdoor objects be produced with complete fidelity to nature, but it is possible to get the most difficult interior. On one interior our photographers had to make an exposure of four hours in order to get the full color values of the decorations and furnishings.

"So much interest has been aroused by the results which we have been able to secure, and which we have shown at this exhibit, that we are taking it to Boston, where we shall have a color exhibit at the Parker House on Tuesday, November 24, to Philadelphia, where we shall have an exhibit on Tuesday, December 1st, at the Bellevue-Stratford, and to Chicago, where we shall have an exhibit on Friday, December 4, at the Auditorium Hotel. At these exhibits Henry S. Saylor, of the editorial staff of *Country Life in America*, who has been a very close student of color photography and who has done some very remarkable things with it, will be present and make a short address on 'Color Photography as it is applied to Color Printing and to Color Advertising.'

The morning after the election a clerk in an advertiser's office said: "Well, Bryan is a good talking machine, but he isn't a Victor."

The Lincoln Ad Club had as guests of honor at its last monthly dinner E. A. Higgins, advertising manager of the Storz Brewing Co., of Omaha, and William Kennedy, also of that city.

"PROOF OF THE PUDDING IS THE EATING THEREOF."

WM. D. MCJUNKIN ADV. AGENCY.
167 Dearborn Street.
CHICAGO, Nov. 12, 1908.

Editor of PRINTERS' INK:

The "Little Schoolmaster," date of Nov. 4, *apropos* of "The Colonel Says" copy with which we are exploiting Breen & Kennedy's Henderson Smoothest Bourbon, asks a question which, as studious pupils of the "L. S.," we desire to answer.

The "L. S." queries: "Of course the purpose of this advertising is to sell this particular brand of whiskey. But does it?"

Yes, sir, it does. Let us quote Breen & Kennedy on the point:

CHICAGO, Nov. 12, 1908.
Wm. D. McJunkin Advertising Agency,
Chicago.

Gentlemen:—The idea of associating the name of Henderson Smoothest Bourbon with the personality and quaint sayings of a Southern Colonel struck us at once as a happy one and the big increase in our business since this advertising ("The Colonel Says," etc.) has been running in the Chicago newspapers, leaves us in no doubt that it pays splendidly.

BREEN & KENNEDY,
(Signed) M. J. Breen, Pres.

We are as firm believers in "reason why" copy as the "L. S." himself—where it can be effectively employed. But we do not think that whiskey can be effectively advertised by "talks on the character of the whiskey—care taken in its manufacture and aging—calling attention to its particular value as a stimulant in the treatment of certain diseases," as the "L. S." suggests. Such arguments seem to fall flat on the consumers of whiskey, chiefly, perhaps, for the reason that not one in 10,000 is capable of selecting from a group of fairly good whiskeys that one which has most merit.

The selection of a particular brand of whiskey is the result of the association of ideas, pure and simple. Our idea was to associate the name "Henderson Smoothest Bourbon" with quaint reflections of a Southern Colonel (entertaining enough to command continuous attention) so firmly that the question, "What whiskey?" would be answered, more or less consciously, by "Henderson Smoothest Bourbon."

Results have proven the correctness of our theory. "One on the Colonel" is a frequent order at the best bars in Chicago. And the family trade of Breen & Kennedy has increased enormously.

Yours very truly,

ROBERT EASTON,
Pro W. D. McJunkin Adv. Agency.

WHY PAY TO ADVERTISE AUTO RACES WHEN READERS COST NOTHING

The articles on the "Evils of Press Agentism" which recently appeared in *PRINTERS' INK* have attracted considerable attention among publishers and persons who are interested in the subject of advertising. Charles Bernard, of the Bernard Advertising Service, Savannah, Ga., in a letter to the Editor of *PRINTERS' INK*, has something interesting to say about the Savannah automobile races which are scheduled to take place this week:

The only discouraging proposition that has appealed to me is the serious mistake made by the advertising committee of the Savannah Auto Club in not appropriating some money for display space in the big city dailies and on the billboards of the cities of 25,000 and over, throughout the United States. They have been penny wise and pound foolish and over-confident that the newspapers would give Savannah and the auto race pages of reading notices.

The only paid advertising in the shape of space in the city dailies, or on the billboards, is what has been paid for by the railroads entering Savannah and a half page, which I personally ran, advertising the auto race and my own business jointly, in the November issue of the *Billposter and Distributor*, which I presume you have noticed. My ad was clipped from the *Billposter* and was posted on the wall in the Chamber of Commerce and I have been complimented by appreciative business men of Savannah, but the advertising committee think they have done wonders and mention the railroad folders and reading notices in auto trade papers as great publicity for Savannah and the auto race, all of which to yourself and others, who understand advertising, is, of course, a joke.

We all know that nobody ever reads a railroad folder and that only auto manufacturers and dealers and a limited few auto enthusiasts read the auto trade journals. Last Sunday's *Chicago Tribune*, in the sporting edition, under a heading which did not mention Savannah or the Grand Prize race, but which was headed: "Autoists in an Election," gave a few lines of mention to the Savannah race, but it was nothing that would be read by the general public and especially by the people who go South in the winter and who would make good patrons for the tourist hotel and others in Savannah who would be benefited by getting Savannah established in the minds of the public as a winter resort city.

This is a matter that should be given sufficient publicity to educate advertising committees that money is what talks when they want real publicity.

Copy Writer and Solicitor

*Wanted by Foremost
Southern Agency*

Men with clean records who can make good and are willing to put hustle and enthusiasm behind their work, wanted. ☐ Salary depends entirely upon ability.

Guy W. Eskridge Co., Inc.

Mutual Building

Richmond, Va.

Wanted Stenographer Young Man With Adver- tising Experience

to take a position with a large out of town concern. One who has some knowledge of sending out copy, and with sufficient ability to take entire charge of sending out copy later on. Good salary to start. All letters treated confidentially. Address "H. B.," care *PRINTERS' INK*.

\$100,000.00 PAY DAY

Monday, November 16th, the Rock County Sugar Co. at Janesville, Wisconsin, distributed \$100,000 in cash, it being monthly pay day to farmers for 30,000 tons of sugar beets delivered past 30 days. Next pay day December 16th. The Janesville Gazette guarantees a circulation of over 8,000 in this rich field of Southern Wisconsin. Particulars are interesting.

JANESVILLE GAZETTE, Janesville, Wis.

PRINTERS' INK.

THE HOME PATTERNS CO
Manufacturers and
Distributors of
THE LADIES' HOME JOURNAL PATTERNS
NEW YORK

THE MONTHLY  THE QUARTERLY
STYLE BOOK
ADVERTISING DEPARTMENT
METROPOLITAN TOWER
NEW YORK

NEW YORK Metropolitan Tower
CHICAGO 347 Marquette Bldg
BOSTON 451 Devonshire St

SUBJECT:
Pseudo-reasoning

Mr. American Manufacturer,
Busytown, U. S. A.

Dear Sir:-

If you were not selling or buying space when the 10¢ magazine was new, the colloquy opposite will seem absurd.

As a matter of fact, it is but a very mild statement of the prejudice, the pseudo-reasoning that used to make miserable the life of the advertising solicitor for the 10¢ magazine.

Such HASTY and UNFOUNDED INFERENCES from selling price to advertising value deprived merchants - some of them for years - of the use of the 10¢ magazine one of the most effective selling agencies known to modern business.

This letter is written not so much to urge you to use space in the Monthly Style Book as to ask you to remember that the price at which a publication sells is but one of many criteria of its value.

Now, just as some were kept out of the 10¢ magazine because they could not see beyond its "cheapness", so will many deprive themselves of the service of the Monthly Style Book on account of its "free" circulation.

Very truly yours,

Condi Nast

5

A Comedy in One Act

Next Letter—
The Unthinking Advertising Man

Fifteen Years Ago

(A Comedy in One Act)

Dramatis Personae

A Big Advertiser, who buys lots of space.

The Solicitor, who sells space in a 10c. magazine.

Scene—Outside office of Big Advertiser. 10c. Magazine Solicitor, having the "privilege of the rail", is saying his first and last words.

Time—Spring of 1893.

Advertiser—"Yes, I use the 25c. and 35c. magazines right along, but I'll never use a 10c. magazine."

Solicitor—Why not—don't you think we've got the circulation?

Advertiser—Don't doubt it for a minute.

Solicitor—Then—

Advertiser—But it's a ten-cent circulation.
Think what poor quality!
Besides, think how very much more attention is given to the advertisements by a man who pays 35c. for his magazine than by the man who pays only 10c. No, not for me!

(Door)

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Founded 1888 by Geo. P. Rowell.

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: NO. 10 SPRUCE STREET,

NEW YORK CITY.

Telephone 4779 Beckman.


President, J. D. HAMPTON.

Secretary, J. I. ROMER.

Treasurer, H. A. BIGGS.

The address of the company is the address of the officers.

London Agt., F. W. Sears, 50-52 Ludgate Hill, E. C.

 Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months. On receipt of five dollars four paid subscriptions, sent in at one time will be put down for one year each and a larger number at the same rate. Five cents a copy.

JOHN IRVING ROMER, Editor.

New York, Nov. 25, 1908.

The Farmer Totes the Dough Bag

The figures showing the value of the farm products for 1908, just given out by Secretary Wilson, of the Department of Agriculture, Washington, are so astounding that they should be brought to the attention of every business man in the United States.

According to the Secretary's report the value of the crop was \$8,000,000,000, or \$500,000,000 more than that of last year. In no other year in the country's history have the farmers been so fortunate, either in the amount of their products or in the high prices obtained.

It is a significant fact that while many kinds of business have seriously suffered from the recent financial depression, farming, which produces more wealth than all the mines, shows a remarkable gain. Wall Street panics, bank failures, and commercial disasters may come, but the sun still shines and warms the soil, and the rain waters it, and the earth yields its harvests. As long as atmospheric conditions continue favorable the farmer is certain of his harvest.

In view of the bumper crops of 1908 general advertisers should give most serious consideration to

ways and means for reaching the men who have a corner on the bulk of newly created wealth.

Twenty years ago Western farm mortgages could be purchased in every financial market in the country. To-day none are offered for sale to the general public. The farmer is no longer a debtor—but a creditor. He has money in the bank, his home is furnished with such comforts as only the wealthy could formerly afford, and he takes a vital interest in things that are happening in the great urban centers.

It's the man with money and the inclination to buy whom the merchant and the manufacturer wants to reach. The mediums to which the farmer gives the most serious attention are their home newspapers and the agricultural publications. He reads the former to learn what is going on at home and abroad; he reads the latter to obtain information that will help him raise more and better products. Hence advertising appeals designed to interest him should be placed in these mediums.

Cameron Mackenzie, business manager of the S. S. McClure Company, publishers of *McClure's Magazine*, has been appointed general manager of the firm. Curtis P. Brady, who for years has been associated with the McClure enterprises, has been appointed business manager.

Ain't It Awful Mabel!

It is sad indeed to note that two of PRINTERS' INK'S Gold Mark favorites, the *New York Sun* and *Life*, have fallen out. Down South there might have been some gun-play but so far it is only a case of a libel suit brought by the *Sun* against *Life*. The article that made all the trouble had to do with certain allegations as to the discharge of a dramatic critic by the *Sun* and the resumption in that paper of the Klaw & Erlanger theatrical advertising. Extended mention was made of the sum of \$151. When papers reach such a high

plane of excellence as to receive the Gold Marks from the American Newspaper Directory, they ought to be able to dwell together in peace and amity. Perhaps the libel suit will never come to trial. Let us hope so!

What Is It Sells Goods?

The trouble with so many new advertisers and new advertising managers is that they seem to have a wrong conception of their responsibilities. The idea of the beginner too often is that some exceptional brand of cleverness is required of him. He must do something that will cause the whole world to hold its breath. The commonplaces of ordinary salesmanship are beneath him. So something is perpetrated in the name of advertising that may be smart and unusual but is wholly lacking in the persuasive quality that sells goods. As Wolstan Dixey said in *PRINTERS' INK* a few months ago, *advertising first, last and always is just Business*.

These remarks may or may not be apropos of a series of triple column ads put out by Duffield & Co., the publishers, which are supposed to advertise a book called "Heartbreak Hill." The first ads contained not a line of text. The space was occupied by a picture of a cupid trudging up a rocky mountain. Who put out the ads and how he expected to get his money back was a mystery. Then the final ad shows cupid at the top of the hill, the name of the book is given, the publishers' and author's names and a line of fine type stating that the book is to be had "at all booksellers."

What sort of a business proposition do you call that? Will such advertising sell books? The public are supposed to palpitate with curiosity when the first ads of the series appear. But do they? The scheme is as old as the hills and has been tried in many different ways. Yet no one was ever known to "repeat" on it.

You will find that the most successful advertising plays up the selling thought strong. It is not

enough merely to make an interesting statement,—you must follow it up with the invitation to *buy*. There are two kinds of salesmen,—we all know them. The first talks on and on, entertainingly perhaps, until you discover that you have barely time to catch your train. He hopes you will call again. The other type of salesman shows you the goods, tells you the price and asks where he shall deliver them. He puts up a proposition that has *got to be acted upon!* You must either accept it or reject it. Advertising needs that same quality if it is going to sell goods. Don't let's befuddle ourselves into believing that it is necessary to do stunts in order to get our stuff read. People will read it fast enough if the meat is there. It all comes back to Wolstan Dixey's proposition that advertising is just plain, everyday business with the frills left off.

Not a Stand- ard Oil Property

It was said that President Roosevelt showed considerable chagrin when the report reached him that his new journalistic association was dominated by Standard Oil money. The humor of the situation struck everybody and particularly the cartoonists who have been having huge fun with the idea. But it all turns out a canard. Here is a portion of the *Outlook's* official denial of the yarn:

Whether James Stillman is connected with the Standard Oil Co. we do not know. The facts concerning his connection with the *Outlook* are as follows: About forty years ago Lyman Abbott became associated with Henry Ward Beecher in the editorship of the *Christian Union*. When some eight or ten years later, Mr. Beecher's inclinations led him to retire, an endeavor was made by Dr. Abbott to purchase the paper. Among those who aided him financially in this effort were Lawson Valentine and James Stillman, both of whom were neighbors and warm personal friends. They believed in him and in his plan of making a journal of national influence. They not only aided him in buying the paper which is now the *Outlook*, but also in the struggles that were necessary to put the paper on its feet.

Mr. Valentine, who has since died, was much more largely interested than

Mr. Stillman; but neither of them ever sought to exercise the slightest control over the editorial policy, which for 30 years has been and still is absolutely determined and controlled by Dr. Abbott. Mr. Stillman has never, it so happens, even attended a stockholders' meeting, either in person or by proxy. He owns less than 10 per cent of the stock of the *Outlook*, the other 90 per cent being owned by those who are actively engaged in editing and publishing the paper.

That staid publication, the *Outlook*, is just beginning to realize what it means to have an ex-President, of Mr. Roosevelt's well-known fighting tendencies, on its staff. There are some lively times in store for the paper and it may be necessary to appoint a regular publicity man whose business it will be to receive the reporters of the daily press. The *Outlook* office will be a prolific source of news after March 5th.

Who Holds the Purse Strings?

It has so long been maintained in the advertising field that women are the buyers for the household that it has become an axiom, the truth of which has not been seriously questioned.

Recently, however, this statement has been attacked with such vigor that it is already showing some signs of breaking down under the assault. One of the leaders in the fight is Wallace C. Richardson, who represents a selected list of farm papers in the East. In the advertising columns of *PRINTERS' INK* he has presented some striking facts in support of his contention that it is the men and not the women who have the say in the purchase of articles for the home.

This is the way Mr. Richardson writes on the subject:

"Lacking initiative, she buys by some man's direction. She dreads to decide alone and 'burn her bridges'; she must have some one behind her in case of fault. Who ever heard of a woman's buying a new soap or a cereal 'because it was advertised!' She may buy because Mrs. Jones says it is all right—after she has spoken to John about it.

"It is the man of the family who

is the advertiser's friend. Trained to think quickly, judge carefully and act on his own responsibilities, he is open to conviction. If your article and advertising appeals to him, he asks Mary to buy without more ado.

"Advertisers of household goods who trace carefully find the men are their customers. The papers in the magazine class which notably offer the greatest buying force per thousand circulation are 'Men's' papers. A lamp, a mattress, a furniture manufacturer, each reports that even in the cities the bulk of their goods are sold *not only through, but actually to men.*

"In the country this is doubly true. When carpets, furniture, stock food, china, or anything else is to be bought for the farm who is it goes to town? Man, mere man. The wife may go along *sometimes*, but the man *always*. It is he you must reach, city or country, if your advertising is to be most effective. Tell your story to the principal first hand, not through an agent."

On the other hand, the *Kansas City Journal* has just published a folder entitled "Who Influences the Buying?" in which the statement is made that if you want to get your goods into the homes you have got to make friends of the women.

"Although appearances may sometimes be deceptive," says the writer, "the woman invariably 'rules' the home. Whether by influence or by sheer force of personality, she controls the buying and holds the purse. The level-headed merchant seeks to reach her, and through her to secure the patronage of husband, son and daughter."

Both Mr. Richardson and the *Kansas City Journal* are no doubt right although they take opposite views of the same subject. Some women are mistresses of their households and the lords and masters recognize the fact and do not dispute their sovereignty. Other women are dominated by their husbands, who tell them what to buy and how much to pay for it. Solicitors can find plenty of arguments to support either side.

Collier's Community (Continued)

COLLIER'S subscribers are not the rich exclusively—and the poor can not afford it. Among its half million substantial homes are those of some fifty thousand mechanics and salesmen who have the desire and the means to subscribe for the National Weekly. Every one of them lives at home. Their confidence in Collier's is also extended to Collier's advertisers.

This portion of Collier's subscribers may not be buying automobiles or fine pianos, yet they are constantly looking for household goods, wearing apparel, foods, and any other staples that will contribute comfort to their living.



E. C. PATTERSON

Manager Advertising Department

NEW YORK

BOSTON

CHICAGO

BIG EFFECT IN SMALL SPACE.

A REMARKABLE SHOWING FROM A PROMINENT ENGLISH ADVERTISING AGENCY—THE LONDON FIRM OF S. H. BENSON, LTD., PRESENTS A COLLECTION OF ADS WHICH SHOW THAT SOMEBODY OVER THERE KNOWS A THING OR TWO ABOUT STRONG DISPLAY.

PRINTERS' INK has received a portfolio of advertisements "designed, written and placed by S. H. Benson, Ltd." This is the name of a London advertising agency handling some gilt-edge accounts and with a reputation for doing careful, conscientious work. The collection is enough to give an



"It's so very simple and easy to make a man's plate that no housewife should worry about it. Just give them what's simple. And they'll like it better and enjoy it."

"E.D.S." is the best. Good cooks spend good nights for "E.D.S." It is a delicious flavoring for a bath, soup, or almost any other dish, while alone it is a very appetizing, strengthening soup, prepared under pleasant conditions. "E.D.S." preserves taste.

EDWARDS' SOUP

all of these, containing 1/2 lb. each, 1/4 lb. each, 1/8 lb. each.

American advertising man a headache. The number of ideas, the variety, the ingenuity of treatment are bewildering.

In the first place there are several hundred different ads. And they are different. So different, in fact, as to suggest forcibly that somebody must have sat up nights over them,—a good many nights. Such well-known advertisers are represented as Bovril, Rowntree's Cocoa, Colman's Mustard, Fels-Naptha Soap, Edwards' Desiccated Soups, etc. The ads range all the way from great big pictorial broadsides for the illustrated weeklies down to little two-inch, double-columns which are guaranteed to stick out of a newspaper page like a sore thumb.



Cocoa Advertisements written by
CONSUMERS. To be continued.

"Sustaining."
"Best for Economy."

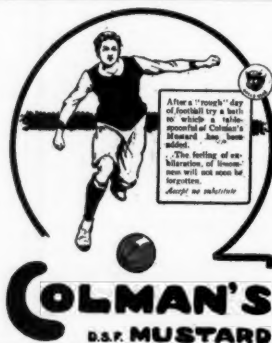
"I find your Cocoa very sustaining, having used it for several years."
—W. B. Dyer, N.Y.C.

"I have tried a good many cocoas, but yours is the best for taste and economy."
—J. F. Fawcett, N.Y.C.

Rowntree's

MADE IN THE U.S.A.

Judged by American standards, the copy itself is not exciting. Much of it reads like good, everyday journeyman stuff. But it is



After a "rough" day of football try a little of Colman's Mustard. It will be a relief.

"The feeling of exhilaration of football will not soon be forgotten."

Accept no substitutes

COLMAN'S
D.S.F. MUSTARD

the way the copy is worked up by the "lay-out" man that arouses admiration. Each ad fairly shrieks



WANTED A HUSBAND.

WHO WILL ALWAYS COME HOME TO HIS

BOVRIL

for attention and by the time you have carefully examined about one hundred efforts of this nature you have a high regard for the brain that conceived them.

You begin to realize the limitless possibilities of black and white,

any prospective client of the agency without cost, but if they were to get it out and sell it for a dollar a copy, it would be a good purchase for Yankee adsmiths who once in a while are up against it for ideas.



and how many different geometrical forms an able-bodied artist can dig up if he applies himself to the job. When you have finished running through the collection you are convinced that if Benson should secure another client and should attempt to serve him as well as those he already has, he would find it difficult to do so.

Anybody can design an ad that will make a big noise if there is no limit to the amount of space to be used. (Perhaps some qualification is necessary even here.) But when you get down to a space only two inches deep across two columns,—gentle reader, have you ever been up against that problem? Anyhow, it's no joke.

A few of the Benson ads are reproduced in connection with this article. But it is the aggregation of them that is so appalling. Probably the portfolio can be had by

W. R. Kopald, advertising manager for the *Twentieth Century Review*, Detroit, Mich., sends PRINTERS' INK, for criticism, a small four-page circular.

The cover represents a fence on which is written in script the words, "On the other side of the fence you will find the field we cover." On the other side of the fence is a map of the United States and in each state are figures purporting to show the paper's circulation within its borders.


The idea is not new, but, like all others calculated to shed light on the circulation question, is good. The outside page would have been a bit more effective if the fence idea had been carried out by putting the words on it in the form of a printed poster, instead of in writing.

A Roll of Honor

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1908 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1908 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1909 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (*).

These are generally regarded as the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

 The full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear after the most searching investigation would ever for a moment consider the thought of securing and using the Guarantee Star.

ALABAMA

Birmingham, *Ledger*, dy. Average for 1907, 21,861. Best advertising medium in Alabama.

Montgomery, *Journal*, dy. Aver. 1907, 9,464. The afternoon home newspaper of its city.


ARIZONA

Phoenix, *Republican*. Daily aver. 1907, 6,519. Leonard & Lewis, N. Y. Repts., Tribune Bldg.

ARKANSAS

Fort Smith, *Times*. Daily aver. 1907, 4,188. Largest circulation in city of 35,000.


CALIFORNIA

 Oakland, *Enquirer*. (Consolidation of Enquirer and Herald.) Average Aug., 1908, 49,608. Largest circulation in Oakland guaranteed.

Sacramento, *Union*, daily. The quality medium of interior California.


COLORADO

Denver, *Post*, has a paid circ. greater than that of any two other daily newspapers pub. in Denver or Col. Cir. is daily, 53,069; Sunday, 81,323.

 This absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

CONNECTICUT

Bridgeport, *Evening Post*, Sworn daily average Oct. 1908, 12,501. Bridgeport's "Want" Medium.

 Bridgeport, *Morning Telegram*, daily. Average for Oct., 1908, sworn, 12,470. You can cover Bridgeport by using *Telegram* only. Rate 1 1/2 c. per line flat.

Meriden, *Journal*, evening. Actual average for 1906, 7,880. Average for 1907, 7,742.

Meriden, *Morning Record and Republican*. Daily average 1906, 7,672; 1907, 7,769.

New Haven, *Evening Register*, daily. Annual sworn average for 1907, 16,720; Sunday, 12,104.

New Haven, *Leader*. 1907, 8,727. Only ev'g Republican paper. J. McKinney, Sp. Agt. N. Y.

New Haven, *Palladium*, dy. Aver. '06, 9,549; 1907, 9,570.

New Haven, *Union*. Av. 1907, 16,546; first six mos. 1908, 16,569. E. Katz, Special Agt., N. Y.

New London, *Day*, ev'g. Aver. 1906, 6,104; average for 1907, 6,547; 6 mos., 1908, 6,712.

Norwalk, *Evening Hour*. April circulation exceeds 3,500. Sworn statement furnished.

Waterbury, *Republican*. Average 1907, 6,338 morning; 4,400 Sunday. Feb. '08, Sun., 6,922.

DISTRICT OF COLUMBIA

Washington, *Evening Star*, daily and Sunday. Daily average for 1907, 35,486 (C. C.).

FLORIDA

Jacksonville, *Metropolis*. Dy. av. Oct., 1908, 11,795. E. Katz, Special Agent, N. Y.

Jacksonville, *Times-Union*, morning. Average for October, 1908, 15,076; Sunday, 17,300.

Tampa, *Tribune*, morning. Average 1907, 12,818. Largest circulation in Florida.

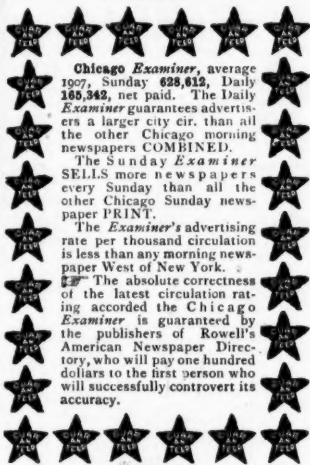
ILLINOIS

Aurora, *Daily Beacon*. Goes into homes. June, '08, 7,994; July, 8,880; August, 9,469.

Chicago, *The American Journal of Clinical Medicine*, mo. (\$2.00), the open door to the American Doctor, and through him to the American Public. Av. circulation for past 3 years, 37,794.

Chicago, *Breder's Gazette*, weekly. \$2. Average for 1907, **74,756**. 4 months 1908, **74,339**.

Chicago, *Dental Review*, monthly. Actual average for '06, **4,001**; for 1907, **4,018**.



Chicago *Examiner*, average 1907, Sunday **628,612**, Daily **160,342**, net paid. The Daily *Examiner* guarantees advertisers a larger city cir. than all the other Chicago morning newspapers COMBINED.

The Sunday *Examiner* SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The *Examiner's* advertising rate per thousand circulation is less than any morning newspaper West of New York.

The absolute correctness of the latest circulation rating accorded the Chicago *Examiner* is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Chicago, *Journal Amer. Med. Ass'n.*, weekly. Av. for '07, **52,211**; Jan., Feb., March, '08, **53,087**.

Chicago, *National Harness Review*, monthly. 5,000 copies each issue of 1907.

Chicago, *Record-Herald*. Average 1907, daily **151,664**; Sunday **216,464**. It is not disputed that the Chicago *Record-Herald* has the largest net paid circulation of any two-cent newspaper in the world, morning or evening.

The absolute correctness of the latest circulation rating accorded the *Record Herald* is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who will successfully controvert its accuracy

Chicago, The *Tribune* has the largest two-cent circulation in the world, and the largest circulation of any morning newspaper in Chicago. The *Tribune* is the only Chicago newspaper receiving (©).

Galesburg, *Republican-Register*, Eve. Sept. av. 6,614. Only paper permitting exam. by A.A.A.

Joliet, *Herald*, evening and Sunday morning. Average for year ending April 30, 1907, **7,371**.

Libertyville, *Business Philosopher*, mo.; mercantile. Av. 1907, **16,322**. A. F. Sheldon, Ed.

Peoria, *Evening Star*. Circulation for 1907, **21,650**.

Peoria, *Journal*, daily and Sunday. Daily average for 1907, **15,262**.

INDIANA

Evansville, *Journal-News*. Av. 1907, **18,183**. Sundays over **18,000**. E. Katz, S. A., N. Y.

Lafayette, *Courier and Call*. 1907 av., **8,423**. Only evening paper. Popular want ad medium.

Notre Dame, *The Ave Maria*, Catholic weekly. Actual net average for 1907, **26,112**.

Princeton, *Clarion-News*, daily and weekly. Daily average 1907, **1,577**; weekly, **2,641**.

South Bend, *Tribune*. Sworn average nine months ending Sept. 30, 1908, **9,913**.

IOWA

Barlington, *Hawk-Eye*, daily. Average 1907, **8,937**. "All paid in advance."

Davenport, *Times*. Daily aver. Oct., **16,967**. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Des Moines, *Capital*, daily. Lafayette Young, Publisher. Circulation for 1907, **41,692**. Rate 70 cents per inch, flat. If you are after business in Iowa, the *Capital* will get it for you. First in everything.

Dubuque, *Times-Journal*, morning and evening average, 1907, **11,349**; Sunday, **13,668**.

Washington, *Eve. Journal*. Only daily in county. 1,900 subscribers. All good people.

KANSAS

Hutchinson, *News*. Daily 1907, **4,870**; first 5 mos. 1908, **4,757**. E. Katz, Special Agent, N. Y.

Lawrence, *World*, daily. Actual average for 1907, **4,217**.

Pittsburg, *Headlight*, daily and weekly. Average 1907, daily **6,228**; weekly **8,647**.

KENTUCKY

Harrodsburg, *Democrat*. Gives advertisers more of their money than any other.

Lexington, *Herald*, mg., dy., av. July, **8,026**. Sunday .. Com. rates with *Eve. Gazette*.

Lexington, *Leader*, Av. '06, evening **8,157**. Sun. **6,793**; for '07, eve'g, **8,390**, Sun. **7,102**. E. Katz.

MAINE

Augusta, *Comfort*, monthly. W. H. Gannett, publisher. Actual average for 1907, **1,294,438**.

Augusta, *Kennebec Journal*, dy. Av. 1st 6 mos. 1908, **8,209**. Largest and best cir. in Cent. Me.

Bangor, *Commercial*. Average for 1907, daily **10,018**; weekly, **28,422**.

Phillips, *Maine Woods and Woodsmen*, weekly, J. W. Brackett Co. Average for 1907, **8,012**.

Portland, *Evening Express*. Average for 1907, daily **13,514**. Sunday *Telegram*, **8,866**.

Waterville, *Sentinel*. 1907 average, **8,418** daily. The fastest growing paper in Maine.

MARYLAND

Baltimore, *American*. Daily average for 1907, **75,652**; Sunday, **91,209**. No return privilege.

Baltimore, *News*, daily. Evening News Publishing Company. Average 1907, **77,748**. For October, 1908, **78,392**.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



MASSACHUSETTS

Boston, Evening Transcript (©©). Boston's tea table paper. Largest amount of week day ad.



Boston, Globe. Average 1907, daily. **181,344**; Sunday, **308,308**. Largest circulation daily of any two-cent paper in the United States. Largest circulation of any Sunday newspaper in New England. Advertisements go in morning and afternoon edition for one price.



Boston, Traveler, daily. Est. 1825. In Oct. 1908 over the same period last year *The Traveler* gained **688,026** copies in Metropolitan circulation. Total circulation over **85,000**. Aggressive Evening Paper of Boston. *The Traveler* is growing faster and more securely than any other Boston Paper.



Boston, Post, Sept., 1908, daily average, **268,418**, Sunday average, **254,407**. The *Boston Post's* best July with both editions. *Post* carries more general advertising than any other Boston newspaper. "There's a reason."



Human Life, The Magazine About People. Guarantees and proves over **200,000** copies monthly.

Clinton, Daily Item, net average circulation for 1907, **3,012**.

Fall River, Evening News. The Home Paper. Actual daily average 1907, **7,049**.

Fall River, Globe. The clean home paper. Best paper. Largest cir. Actual daily av. 1907, **7,550**.

Gloucester, Daily Times. Every afternoon and evening. Sworn daily av. circulation 1908, **7,342**.

Lawrence, Telegram, evening. 1907 av. **8,939**. Best paper and largest circulation in its field.

Lynn, Evening Item. Daily sworn av. year 1906, **18,068**; 1907, average, **18,523**. The Lynn family paper. Circulation unapproached in quantity and quality by any Lynn paper.

Salem, Evening News. Actual daily average for 1907, **18,261**.

Worcester, Gazette, eve. Av. 1907, **14,682** dy. Largest eve. circ'n. Worcester's "Home" paper.

Worcester, L'Opinion Publique, daily (©©). Paid average for 1907, **4,586**.

Worcester Magazine, reaches the manufacturers and business men of the country and all Board of Trades. Average 1907, **3,000**.

MICHIGAN

Jackson Patriot, Average Oct., 1908, daily **8,420**, Sunday **9,315**. Greatest net circulation.

Saginaw, Courier-Herald, daily. Only Sunday paper; aver. for 1907, **14,749**. Exam. by A.A.A.

Saginaw, Evening News, daily. Average for 1907, **20,837**; October, 1908, **19,878**.

MINNESOTA

Duluth, Evening Herald. Daily average 1907 **23,093**. Largest by thousands.

Minneapolis, Farm, Stock and Home, semi-monthly. Actual average 1905, **87,187**; average for 1906, **100,286**; for 1907, **103,683**.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach sections most profitably.

Minneapolis, Farmers' Tribune, twice-a-week. W. J. Murphy, publisher. Aver. for 1907, **32,074**.

Minneapolis, Journal, Daily and Sunday (©©). In 1907 average daily circulation, evening only, **76,861**. In 1907 average Sunday circulation, **72,578**. Daily average circulation for Oct., 1908, evening only, **74,429**. Average Sunday circulation for Oct., 1908, **71,180**. (Jan. 1, 1908, subscription rates were raised from \$4.80 to \$6 per year and terms changed from unlimited credit to strictly cash in advance.) The absolute accuracy of the *Journal's* circulation ratings is guaranteed by the American Newspaper Directory. It is guaranteed to go into more homes than any other paper in its field and to reach the great army of purchasers throughout the Northwest. The *Journal* brings results.

Minneapolis, Svenska Amerikanska Posten. Swan J. Turnblad, publisher, 1907, **84,262**.

CIRCULAT'N **Minneapolis, Tribune**, W. J. Murphy, publisher. Established 1857. Oldest Minneapolis daily. The Sunday *Tribune* average per issue for the year ending December, 1907, was **76,603**. The daily by Am. Newspaper Directory was **101,168**.

St. Paul, Pioneer Press. Net average circulation for 1907. Daily, **25,716**; Sunday, **35,468**.

The absolute accuracy of the *Pioneer Press* circulation statements is guaranteed by the American Newspaper Directory. Ninety per cent. of the money due for subscriptions is collected, showing that subscribers take the paper because they want it. All matters pertaining to circulation are open to investigation.

MISSOURI

Jeppin, Globe, daily. Average, 1907, **17,030**. E. Katz, Special Agent, N. Y.

St. Joseph, New-Press. Circulation, 1907, **37,388**. Smith & Budd, Eastern Reps.

St. Louis, National Druggist, Mo. Henry R. Strong, Editor and Publisher. Aver. for 1907, **10,570** (©©). Eastern office, 59 Maiden Lane.

St. Louis, National Farmer and Stock Grower, Mo. Actual average for 1907, **104,666**.

NEBRASKA

Lincoln, Deutsch-Amerikan Farmer, weekly. **143,246** for year ending Oct. 30, 1907.

Lincoln, Freie Press, weekly. Average year ending Sept. 25, 1907, **142,989**.

NEW HAMPSHIRE

Nashua, Telegraph. The only daily in city. Average for 1907, **4,371**.

NEW JERSEY

Asbury Park, Press. 1907, **5,076**. Gained average of one subscriber a day for ten years.

Camden, Daily Courier. Actual average for year ending December 31, 1907, **9,001**.


Jersey City, Evening Journal. Average for 1907, **24,330**. First six months 1908, **24,376**.

Newark, Eve. News. Net daily av. for 1906, **63,022** copies; for 1907, **67,196**; Jan. **69,289**.

Trenton, Evening Times. Av. 1906, **18,237**. Av. 1907, **20,370**; last quarter yr. '07, av. **20,409**.

NEW YORK


Albany, Evening Journal. Daily average for 1907, **10,396**. It's the leading paper.

 **Brooklyn, N. Y. Printers' Ink** says *The Standard Union* now has the largest circulation in Brooklyn. Daily average for year 1907, **62,697**.

Buffalo, Courier, morn. Av. 1907, Sunday, **91,447**; daily, **61,604**; **Enquirer**, evening, **34,570**.

Buffalo, Evening News. Daily average 1905, **94,690**; for 1906, **94,473**; 1907, **94,843**.

Mount Vernon, Argus, eve. Daily av. cir. 6 mos. ending Sept. 30, 1908, **4,476**. Only daily here.

 **Newburgh, Daily News,** evening. Average circulation first quarter 1908, **6,088**. Circulates throughout Hudson Valley. Examined and certified by A.A.A.

NEW YORK CITY

Army and Navy Journal. Est. 1863. Weekly average, 6 mos. to June 27, '08, **10,169**.

Baker's Review, monthly. W. R. Gregory Co., publishers. Actual average for 1907, **5,794**.

Bessner's Magazine, Circulation for 1907, **64,418**; 50c. per agate line.

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Average for 1907, **26,941** (©©).

El Comercio, mo. Spanish export. J. Shepard Clark Co. Average for 1907, **8,833**—sworn.

Leslies Weekly, 225 F. 5th Ave., W. L. Miller, Adv. Mgr. **120,000** guaranteed.

The People's Home Journal. **864,416**, mo. Good Literature, **488,686** mo., average circulation for 1907—all to paid-in-advance subscribers. F. M. Lupton, pub., Inc., Briggs & Moore, Westn. Reprs., 1438 Marquette Bldg., Chicago.

The Tea and Coffee Trade Journal. Average circulation for year ending October, 1908, **10,391** October, 1908, issue, **10,600**.

The World. Actual aver. for 1907, Mor., **348,426**. Evening, **406,172**. Sunday, **463,335**.

Foughkeepsie, Star, evening. Daily average for first six months 1908, **4,465**; June, **4,591**.

Schenectady, Gazette, daily. A. N. Liecty. Actual average 1906, **18,309**; for 1907, **17,163**.

Syracuse, Evening Herald, daily. Herald Co., pub. Aver. 1907, daily **36,609**; Sunday, **41,130**.



Troy, Record. Average circulation 1907, **20,168**. Only paper in city which has permitted A. A. A. examination, and made public the report.

Utica, National Electrical Contractor, mc. Average for 1907, **2,542**.

Utica, Press, daily. Otto A. Meyer, publisher. Average for year ending July 31, 1908, **18,067**.

OHIO

Akron, Times, daily. Actual average for year 1906, **8,977**; 1907, **9,051**.

Ashtabula, American Sanomat Finnish. Actual average for 1907, **11,120**.

Cleveland, Plain Dealer. Est. 1841. Act. daily and Sunday average 1907, **74,911**; Sunday, **88,373**, Oct., 1908, **81,195** daily; Sunday, **94,540**.

Columbus, Midland Druggist, a journal of quality for advertisers to druggists of the Central States.

Dayton, Journal. 1907, actual average, **21,217**.

Springfield, Farm and Fireside, over $\frac{1}{2}$ century leading Nat. agricult'l paper. '07, **447,348**.

Springfield, Poultry Success, monthly av. 1907, **33,250**. 2d largest pub shed. Pays advertisers.


Youngstown, Vindicator. D'y av. '07, **14,768**; Sy., **10,017**; LaCoste & Maxwell, N. Y. & Chicago.


OKLAHOMA

Muskogee, Times-Democrat. Average 1906, **5,614**; for 1907, **6,689**. E. Katz, Agent, N. Y.

Oklahoma City, The Oklahoman. 1907 aver., **20,152**; Oct., '08, **29,341**. E. Katz, Agent, N. Y.

OREGON

 **Portland, Journal,** has larger circulation in Portland and in Oregon than any other daily paper. Portland *Journal*, daily average 1907, **38,806**; for Oct., 1908, **30,637**. Vreeland-Benjamin, Representatives, New York and Chicago.

 **Portland, The Oregonian,** (©©). For over fifty years the great newspaper of the Pacific Northwest—more circulation, more for foreign, more local and more classified advertising than any other Oregon newspaper. Oct. NET PAID circulation, daily, **35,111**, Sunday average, **44,028**.

PENNSYLVANIA

Chester, Times, ev'g d'y. Average 1907, **7,640**. N. Y. office, 225 5th Ave. F. R. Northrop, Mgr.

Erie, Times, daily. Aver. for 1907, **18,511**; Oct., 1908, **18,758**. E. Katz, Special Agt., N. Y.


Harrisburg, Telegraph. Sworn av. Oct., 1908, **18,261**. Largest paid cir. in Harris'bg or no pay.


Philadelphia, The Bulletin, net paid average for September, **235,140** copies a day. "The Bulletin every evening goes into nearly every Philadelphia home."

Philadelphia, The Camera, is the only best photographic monthly. It brings results. Average for 1907, **6,800**.

Philadelphia, Confectioners' Journal, mo. Average 1906, **5,614**; 1907, **6,814** (©©).

Philadelphia. One of the largest, shrewdest, most successful seedsmen in the United States is W. Atlee Burpee of Philadelphia. Burpee began advertising in the *Farm Journal*, Philadelphia, in 1877, and has never missed an issue during the seed season. If he were asked he would, no doubt, be willing to say what he thinks of *Farm Journal*. Or ask any one of the ninety-two other seedsmen and nurserymen who used *Farm Journal* last year.

 **Philadelphia.** The *Press* is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for 1907, 102,993; the Sunday *Press*, 124,006.

 **West Chester.** *Local News*, daily, W. H. Hodgson. Aver. for 1907, 18,637. In its 35th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

York. *Dispatch and Daily.* Average for 1907, 18,124.

RHODE ISLAND


Pawtucket. *Evening Times.* Average circulation, 1907, 17,903—sworn.

 **Providence.** *Daily Journal.* 13,372 (©). Sunday, 23,169 (©©). *Evening Bulletin*, 37,061 average 1907. *Bulletin* average for 1-6 mos. 1908, 46,381 daily.

Westerly. *Daily Sun.* Aver. cir. for August, 4,923 (sworn). Largest in south of Providence.


SOUTH CAROLINA


Charleston. *Evening Post.* Actual daily average 6 mos., 1908, 4,685; June, 5,184.

 **Columbia.** *State.* Actual average for 1907, daily (©©) 13,093 Sunday, (©©) 13,887. Semi-weekly, 2,997. Actual average for first six months of 1908, daily (©©) 13,314; Sunday (©) 14,110.

Spartanburg. *Herald.* Actual daily average circulation for first six months of 1908, 3,389.

TENNESSEE

 **Chattanooga.** *News.* Average for 1907, 14,463. Only Chattanooga paper permitting examination circulation by A. A. A. Carries more advertising in 6 days than morning paper 7 days. Greatest Want ad medium. Guarantees largest circulation or no pay.

 **Knoxville.** *Journal and Tribune.* Week day av. year ending Dec. 31, 1907, 14,694. Week-day av. January and February, 1908, in excess of 15,000.

Memphis. *Commercial Appeal*, daily, Sunday weekly, 1907, average: Daily, 42,066; Sunday, 61,773; weekly, 60,078. Smith & Budd, Representatives, New York and Chicago.

Nashville. *Banner*, daily. Average for year 1906, 31,480; for 1907, 36,306.

TEXAS

El Paso. *Herald*, Jan. av. 9,003. More than both other El Paso dailies. Verified by A. A. A.

VERMONT

Barre. *Times*, daily. F. R. Langley. Av. 1905, 3,527; 1906, 4,113; 1907, 4,036. Exam. by A. A. A.

Burlington. *Free Press.* Daily average for 1907, 3,415. Largest city and State circulation. Examined by Association of Amer. Advertisers.

Montpelier. *Argus*, dy., av. 1907, 3,126. Only Montpelier paper examined by the A. A. A.


Rutland. *Herald.* Average, 1907, 4,391. Only Rutland paper examined by A. A. A.

St. Albans. *Messenger*, daily. Average for 1907, 3,332. Examined by A. A. A.

VIRGINIA

Danville. *The Bee.* Av. 1907, 2,711; Oct., 1908, 3,072. Largest circulation. Only evening paper.

WASHINGTON

 **Seattle.** *Post-Intelligencer* (©©). Av. for Feb., 1908, net—Sunday, 39,646; Daily, 32,033; Weekday, 30,874. Only sworn circulation in Seattle. Largest genuine and cash paid circulation in Washington; highest quality, best service, greatest results always.

Tacoma. *Ledger.* Average 1907, daily, 17,482. Sunday, 26,002.


Tacoma. *News.* Average 1907, 16,626; Saturday, 17,610.

WISCONSIN

Janesville. *Gazette.* Daily average for 1907, 3,672; Oct., '08, semi-weekly 2,860; daily 4,648.

Madison. *State Journal*, daily. Actual average for 1907, 6,086.

Milwaukee. *Evening Wisconsin*, daily. Average 1907, 25,082 (©©). Carries largest amount of advertising of any paper in Milwaukee.


 **Milwaukee.** *The Journal*, eve., ind. daily. Daily average for 12 months, 65,318; for Oct., 1908, 67,832; daily g. in over Oct. 1907, 6,382. 50% of Milwaukee homes at 7 cents per line.

Oshkosh. *Northwestern*, daily. Average for 1907, 6,680. Examined by A. A. A.

Racine. *Journal*, daily. Average for the last six months, 1907, 4,376.



THE WISCONSIN AGRICULTURIST

 **Racine, Wis.** Established 1877. Actual weekly average for year ended Dec. 30, 1907, 66,317. Larger circulation in Wisconsin than any other paper. Adv. \$3.50 an inch. N. Y. Office. Temple Ct. W. C. Richardson, Mgr.

WYOMING

Cheyenne, Tribune. Actual net average six months, 1908, daily, \$4,877; semi-weekly, \$4,420.

BRITISH COLUMBIA

Vancouver, Province. daily. Av. for 1907, 13,546; Oct., 1907, 15,018; Oct., 1908, 16,510. H. DeClerque, U. S. Repr., Chicago and New York.

MANITOBA, CAN.

Winnipeg, Free Press, daily and weekly. Average for 1907, daily, 36,882; daily Oct., 1908, 41,981; weekly aver. for month of Oct., 27,480.

Winnipeg, Der Nordwesten. Canada's German newspaper. Av. 1907, 16,546. Rates 56c. in.

Winnipeg, Telegram, Average daily, Oct., 1908, 27,194. Weekly aver., 28,000. Flat rate.

ONTARIO, CAN.

Ottawa, The Evening Citizen, Ottawa, the Capital of Canada, prints more want ads than all other Ottawa papers combined, and has done so for years. One cent a word.

QUEBEC, CAN.

Montreal, La Presse. Actual average, 1907, daily 168,838, weekly 50,197.



Montreal, The Daily Star and *The Family Herald and Weekly Star* have nearly 200,000 subscribers, representing 1,000,000 readers—one-fifth Canada's population. Av. circ. of the *Daily Star* for 1907, 62,837 copies daily; the *Weekly Star*, 129,338 copies each issue.

The Want-Ad Mediums

A Large Volume of Want Business Is a Popular Vote for the Newspaper in Which It Appears.

Advertisements under this heading are only desired from papers of the requisite grade and class.

COLORADO

WANT advertisers get best results in Colorado Springs *Evening Telegraph*. 1c. a word.

THE *Denver Post* prints more paid Want Advertisements than all the newspapers in Colorado combined.

DISTRICT OF COLUMBIA

THE *Evening and Sunday Star*, Washington, D. C. (66), carries double the number of Want Ads of any other paper. Rate 1c. a word.

ILLINOIS

THE *Champaign News* is the leading Want ad medium of Central Eastern Illinois.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the *Post-office Review*, and that's why the *Daily News* is Chicago's "want ad" directory.

THE *Chicago Examiner* with its 680,000 Sunday circulation and 175,000 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

THE *Tribune* publishes more Classified Advertising than any other Chicago newspaper.

INDIANA

THE *Indianapolis News*, the best medium in the Middle West for Mail-order Classified Advertising carries more of it than all the other Indianapolis papers combined, its total in 1907 being 289,907 ads (an average of 919 a day)—23,331 more than all the other local papers had. The *News'* classified rate is one cent a word, and its daily paid circulation over 75,000.

THE INDIANAPOLIS STAR

Publishes more classified advertising than any other paper in Indiana.

During the first six months of 1908 The *Star* carried 223.30 columns more paid WANT advertising than was claimed by its nearest competitor.

Rate, Six Cents Per Line.

MAINE

THE *Evening Express* carries more Want Ads than all other Portland dailies combined.

MARYLAND

THE *Baltimore News* carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

MASSACHUSETTS

THE *Boston Evening Transcript* is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns.



THE *Boston Globe*, daily and Sunday, for the year 1907, printed a total of 446,136 paid Want Ads. There was a gain of 1,979 over the year 1906, and was 230,163 more than any other Boston paper carried for the year 1907.



MINNESOTA

★ **THE Minneapolis Journal**, daily and Sunday, carries more Classified Advertising than any other Minneapolis newspaper. No free Wants and no Clairvoyant nor objectionable medical advertisements printed. Classified Wants printed in Oct. 177,030 lines. Individual advertisements, 25,604. Eight cents per agate line per insertion, if charged. No ad taken for less than 24 cents. If cash accompanies order the rate is 1 cent a word. No ad taken less than 20 cents.

☉☉ **THE Minneapolis Tribune** is the recognized Want Ad Medium of Minneapolis.

CIRCULATION **THE** *Minneapolis Tribune* is the oldest Minneapolis daily and has over 100,000 subscribers. It publishes over 140 columns of Want advertisements every week at full price (average of two pages a day); no free ads, price covers both morning and evening issues. Rate, 10 cents per line. **by Am. News-paper Directory** Daily or Sunday.

★ **THE St. Paul Dispatch**, St. Paul, Minn., covers its field. Average for 1907, 68,671.

MISSOURI

THE *Joplin Globe* carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

MONTANA

THE *Anaconda Standard*, Montana's best newspaper. Want Ads, 1c. per word. Circulation for 1907, 11,087 daily; 15,090 Sunday.

NEW JERSEY

THE *Jersey City Evening Journal* leads all other Hudson County newspapers in the number of Classified Ads carried. It exceeds because advertisers get prompt results.

THE Newark, N. J. *Freie Zeitung* (daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

NEW YORK

THE *Albany Evening Journal*, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE *Buffalo Evening News* with over 95,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

THE *Argus*, Mount Vernon's only daily. Greatest Want Ad Medium in Westchester County.

PRINTERS' INK, published weekly. The recognized and leading Want Ad Medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat, six words to a line.

OHIO

IN a list of 100 recognized classified advertising mediums, only two produced results at a lower cost than the *Cincinnati Enquirer*. A word to the wise is sufficient. You want results.

THE Youngstown *Vindicator*—Leading Want Medium. 1c. per word. Largest circulation.

OKLAHOMA

THE *Oklahoman*, Okla. City, 29,241. Publishes more Wants than any 7 Okla. competitors.

PENNSYLVANIA

THE Chester, Pa., *Times* carries from two to five times more Classified Ads than any other paper. Greatest circulation.

UTAH

THE Salt Lake *Tribune*—Get results—Want Ad Medium for Utah, Idaho and Nevada.

CANADA

THE *Daily Telegraph*, St. John, N. B., is the Want Ad Medium of the maritime provinces. Largest circulation and most up to date paper of Eastern Canada. Wants ads one cent a word. Minimum charge 25 cents.

THE *La Presse*, Montreal. Largest daily circulation in Canada without exception. (Daily 103,828—sworn to.) Carries more Want Ads than any newspaper in Montreal.

THE Montreal *Daily Star* carries more Want Advertisements than all other Montreal dailies combined. The *Family Herald* and *Weekly Star* carries more Want Advertisements than any other weekly paper in Canada.

☉☉ Gold Mark Papers ☉☉

Out of a grand total of 22,502 publications listed in the 1908 issue of Rowell's American Newspaper Directory, one hundred and twenty-one are distinguished from all the others by the so-called gold marks (☉☉).

ALABAMA

The Mobile *Register* (☉☉). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

Everybody in Washington SUBSCRIBES to *the Evening and Sunday Star*. Average, 1907, 35,496 (☉☉).

GEORGIA

Atlanta Constitution (☉☉). Now, as always, the Quality Medium of Georgia.

Savannah Morning News, Savannah, Ga. *The Daily Newspaper for Southern Georgia*. C. H. Eddy, New York and Chicago Representative.

ILLINOIS

Bakers' Helper (☉☉), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

The Inland Printer, Chicago (☉☉). Actual average circulation for 1905, 15,896.

Tribune (☉☉). Only paper in Chicago receiving this mark, because *Tribune* ads bring satisfactory results.

KENTUCKY

Louisville *Courier-Journal* (☉☉). Best paper in city; read by best people.

MAINE

Lewiston *Evening Journal*, daily, average for 1907, 7,784; weekly, 17,545 (☉☉); 7.44% increase daily over last year.

MASSACHUSETTS

Boston, *American Wool and Cotton Reporter*. Recognized organ of the cotton and woolen industries of America (☉☉).

Boston *Commercial Bulletin* (☉☉). Reaches buyers of machinery for wool and cotton manufacturers. Est. 1859. Curtis Guild & Co., Pub.

Boston *Evening Transcript* (☉☉), established 1890. The only gold mark daily in Boston.

Springfield *Republican* (☉☉). Largest high-grade circulation in western Mass.

Worcester *L'Opinion Publique* (☉☉), is the only Gold Mark French daily in the U. S.

MINNESOTA

The Minneapolis *Journal* (☉☉). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

THE NORTHWESTERN MILLER

(☉☉) Minneapolis, Minn., \$3 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (☉☉).

NEW YORK

Army and Navy Journal, (☉☉). First in its class in circulation, influence and prestige.

Brooklyn *Eagle* (☉☉) is THE advertising medium of Brooklyn.

Century Magazine (☉☉). There are a few people in every community who know more than all the others. These people read the *Century Magazine*.

Dry Goods Economist (☉☉), the recognized authority of the Dry Goods and Department Store trade.

Electric Railway Journal (☉☉). A consolidation of "Street Railway Journal" and "Electric Railway Review." Covers thoroughly the electric railway interests of the world. MCGRAW PUBLISHING COMPANY.

Electrical World (☉☉). Established 1874. The great international weekly. Cir. audited, verified and certified by the Association of American Advertisers. Av. weekly cir. during 1907 was 18,294. MCGRAW PUBLISHING CO.

Engineering News (☉☉). The leading engineering paper of the world; established 1874. Reaches the man who buys or has the authority to specify. Over 16,000 weekly.

The Engineering Record (☉☉). The most progressive civil engineering journal in the world. Circulation averages over 14,000 per week. MCGRAW PUBLISHING COMPANY.

New York *Herald* (☉☉). Whoever mentions America's leading newspapers mentions the New York *Herald* first.

The Evening Post (☉☉). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting *The Evening Post*." —Printers' Ink.

LIFE without a competitor. Humorous, clever, artistic, satirical, dainty; literary. The only one of it's kind—that's LIFE.

Scientific American (☉☉) has the largest circulation of any technical paper in the world.

New York *Times* (☉☉). One of three morning papers with a daily N. Y. C. sale of over 100,000.

New York *Tribune* (☉☉), daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, that goes to the homes of the great middle class.

Vogue (☉☉) carried more advertising in 1908, 1906, 1907, than any other magazine of gen. cir.

OHIO

Cincinnati *Enquirer* (☉☉). In 1907 the local advertising was 33½% more than in 1906. The local advertisers know where to spend their money. The only Gold Mark paper in Cincinnati.

OREGON

The *Oregonian*, (☉☉), established 1851. The great newspaper of the Pacific Northwest.

PENNSYLVANIA

The *Press* (☉☉) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable distinctions for any newspaper. Sworn circulation of *The Daily Press*, for 1907, 102,993; *The Sunday Press*, 124,006.

THE PITTSBURG
(☉☉) DISPATCH (☉☉)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence *Journal* (☉☉), a conservative enterprising newspaper without a single rival.

SOUTH CAROLINA

The *State* (☉☉), Columbia, S. C. Highest quality, largest circulation in South Carolina.

VIRGINIA

The Norfolk Landmark's list of subscribers contains no one induced by anything except merit as a good newspaper. (☉☉) It's worth considering.

WASHINGTON

The *Post Intelligencer* (☉☉). Seattle's most progressive paper. Oldest in State; clean, reliable, influential. All home circulation.

WISCONSIN

The Milwaukee *Evening Wisconsin* (☉☉): the only gold mark daily in Wisconsin.

CANADA

The Halifax *Herald* (☉☉) and the *Evening Mail*. Circulation 15,558, flat rate.

The *Globe*, Toronto (☉☉), after 64 years of continuous journalistic leadership, is to day, more than ever, Canada's National Newspaper

NIGHT & DAY

AT the beginning of this year we supplemented our Art Department by the addition of a night staff.

Its success was instantaneous.

This night staff is adequate in numbers, experience and versatility, to maintain the standard of quality associated with the name of The Ethridge Company in the minds of the advertising public.

The advertiser, or the advertising agent who finds himself at the close of business, or during the evening, to be in immediate and urgent need of a finished drawing or a series of

rough sketches, will now have a place to turn for prompt and satisfactory service, and to secure whatever he may need for inspection in the morning, or for shipment out of town that same night.

It should be stated that the establishment of this night staff is not an experiment, but is made necessary by the constantly increasing pressure upon the resources of our Art Department.

With the general resumption of business activity our night staff will be of special value to those who find themselves in need of quick action in the preparation of new advertising matter.

THE ETHRIDGE COMPANY

41 Union Square, New York City

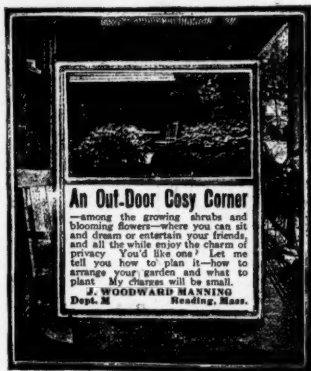
Telephones { 4848 Stuyvesant
4847 Stuyvesant

COMMERCIAL ART CRITICISM

By GEORGE ETHRIDGE, 41 Union Square, N. Y.

Readers of Printers' Ink Will Receive Free of Charge Criticism of Commercial Art Matter Sent to Mr. Ethridge

An outdoor cosy corner sounds interesting and attractive, but the illustration which forms so large a part of the advertisement here



NO. 1

shown looks very much like a nook in Central Park in winter, combined with a back porch on a muggy night.



NO. 2

This impression is about all that can be gained from the pic-

ture. The copy is more illuminative, and from the information which it contains illustration No. 2 is evolved—and it seems better adapted to convey the impression which this advertiser evidently desires.

* * *

A crab, whether deviled or undeveloped, is not a particularly beautiful animal and would not go far if compelled to travel on his shape. The man who designed this Mc-



You cannot imagine how good and tasty a deviled crab can be until you have had one of

McMENAMIN'S DEVILED CRABS

And the best of it is you can have them with all their deep-sea goodness whenever you live and at any season of the year. McMenamin's Crab Meat is cooked, flavored, spiced and hermetically sealed in cans before the crabs have time to kick the sea water from their glistening shells, coming to you fresh, sweet, and delicious, so that you can have deviled crabs as good as those served at the seaside.

Five shells accompany each can of Deviled Crabs, so that you get them from your dinner. For sale by leading grocers.

McMENAMIN & COMPANY, 18 Victoria Avenue, Hampton, Va.



Menamin's Deviled Crab advertisement has succeeded nevertheless in making an attractive and artistic piece of copy which not only reads intelligently but looks strong and well balanced.

Part of the charm of the advertisement is due to the excellent display and arrangement of illustration and type.

* * *

It may be quite true that the National Salesmen's Training Association can help you to earn from two to twenty thousand a

year as a salesman, but the picture in this quarter page magazine advertisement does not help to prove it. The illustration takes up over half the space in the entire ad and is neither particularly attractive nor does it explain or prove anything. It simply shows one man talking to another—he may be telling him a funny story or firing him for incompetency.

It throws no light upon the purpose of the advertisement and the space might about as well be used by the picture of a box of cigars or a pink elephant on wheels. Why use pictures just for the sake of using pictures. It is perhaps too much to expect that everybody in this particular line

ture of which is shown in the lower left-hand corner.

The advertisement contains so much black, panelling and gray border that the (in the original) excellent halftone of the instrument is at pretty nearly as serious



**BE A SALESMAN
YOU CAN EARN
\$2,000 to \$20,000**

a year as a **Traveling Salesman** when qualified. We will teach you to be one by mail in eight weeks and assist you to secure a position with a reliable firm. Be a producer. The man they cannot get along without. Biggest and best field in the world for ambitious men. We have hundreds of calls for our **Trained Salesmen** from leading firms all over the United States. Be one of them and double or triple your present earnings. Our free catalog "A Knight of the Grip" will tell you how to do it. Write for it today. Address **Exp. 120**

National Salesmen's Training Association
 200 South Blvd., Chicago, Ill.
 200 South Blvd., Kansas City, Mo.
 200 South Blvd., St. Louis, Mo.
 200 South Blvd., Minneapolis, Minn.

Write nearest office.

of business can originate such strikingly appropriate and forceful ideas as are incorporated in the illustrations used by the International Correspondence Schools, but everybody can try.

* * *

The celebrated Victor dog finds himself in a sad situation in the advertisement reproduced here. However, he may as well make the best of it, for he is certainly cornered in a manner which makes escape impossible.

The probable purpose of this piece of copy is to exploit and glorify the Victor-Victrola, a pic-



Victor-Victrola

All the beautiful Victor music and entertainment, played in the richest, sweetest, most mellow tone ever heard—as pure and true as life itself.

The best and all string, piano and organ, recorded in a permanent, satisfactory manner, and the music is made most by each by pressing a single key.

The complete collection of all the records and discs in the world.

The most complete of all musical instruments.

Here, the Victor-Victrola, of any make, house or talking machine, may be seen. Write for descriptive catalogue.

Victor-Victrola, 275 N. LaSalle St., Chicago, Ill.
 Victor-Victrola, 275 N. LaSalle St., Chicago, Ill.

Free Victor Records are on sale at all dealers on the 15th of each month. Go and hear them.

a disadvantage as the dog. Of course an advertisement of this nature must suffer in reduction and reproduction, but in the original it was awkward and unattractive to say the least.

When there are so many dainty and attractive things to be done with white space it seems almost miraculous that so many advertisers succeed in achieving such brilliant results in exactly the opposite direction.

Three masked highwaymen, after robbing a Buffalo man, returned to him the forty cents they found in his pockets. Another sign of returning prosperity. A few months ago masked highwaymen would have been glad to get even forty cents.—*Chicago Record Herald*.

Tommy, very sleepy, was saying his prayers. "Now I lay me down to sleep," he began. "I pray the Lord my soul to keep."

"If," his mother prompted.

"If he hollers, let him go, enny, meny, miny, mo!"

Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion, \$10.40 a line per year. Five per cent discount may be deducted if payment accompanies copy and order for insertion and ten per cent on yearly contract paid wholly in advance. No order accepted for less than 60 cents.

ADDRESSING MACHINES

THE WALLACE STENCIL ADDRESSING MACHINE is the only one which cleanses the stencil immediately after the imprint is made—the vital point in stencil addressing. Used by **PRINTERS' INK**, **BUTTERICK PUBLISHING CO.**, **McCLURE'S MAGAZINE**, **CURRIER PUB. CO.** and a majority of the large publishers throughout the country. **ADDRESSING DONE AT LOW RATES. MACHINES FOR SALE.**

Wallace & Company, 29 Murray St., New York

ADVERTISING AGENCIES

D. A. O'ORMAN AGENCY, 1 Madison Ave., N.Y. Medical Journal Advg. exclusively.

H. W. KASTOR & SONS ADVERTISING CO., Laclede Building, St. Louis, Mo.

KLINE ADV. AGENCY, ELLICOTT SQ., BUFFALO, N. Y. Mail-order campaigns.

ALBERT FRANK & CO., 25 Broad St., N.Y. General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

MANUFACTURERS' Advertising Bureau, 237 Broadway (opp. P. O.), New York. Ads in the Trade Journals our specialty. Benj. R. Western, Proprietor. Established 1877. Booklet.

THE BOLTON ADVERTISING BUREAU, 66 John K. Street, Detroit, Mich., makes a specialty of Manufacturer's needs. Furnishes photo copies, engraved cuts and written copy, that sells the goods. Send catalogues and get estimates.

ADVERTISING MEDIA

THE Saturday Evening Post—greater results at lower cost. **The Curtis Pub. Co., Phila.**

The Bank Advertiser

reaches only bankers. National circulation. **C. E. AURACHER**, Publisher, Lisbon, Iowa.

THE Troy (Ohio) Record gives authorized advertising agents 15% commission. Advertisers placing business direct must pay rates net. Big advertisers not excepted.

BOOKS

Mail Order Firms—Best Book Published. Get our new proposition on "The Disinherited." Big profits. Write **Central Book Co., ROCKVILLE CENTRE, N. Y.**

"**THE GINGER BUG**" gingers up the selling force. Get one for every salesman. A little book of live talk by Frank Farrington. Sample 10 cents post paid. **MERCHANTS' HELPS PUB. CO., Delhi, N. Y.**

COIN CARDS

\$3 PER 1,000. Less for more; any printing, **The COIN WRAPPER CO., Detroit, Mich.**

ELECTROTYPES

Get Our Prices On Electros

We'll give you better plates, quicker service and save you expressage. Largest electrotyping plant in the world—capacity 90,000 column inches a day. Write for prices and sample of patent Holdfast interchangeable base.

RAPID ELECTROTYPE COMPANY, Advertisers' Block, Cincinnati, O.

FOR SALE

For Sale—An Excellent Business Opportunity. The entire Plant and assets of the **Pittsburg Label Company**. Did a \$50,000 business last year. Can easily be doubled. An excellent opportunity to engage in a lucrative business. Will sell at one-fourth the inventory value. Address **GUARANTEE TITLE & TRUST COMPANY, Receiver, No. 232 Fourth Avenue, Pittsburgh, Pennsylvania.**

HALF-TONES

PERFECT copper half-tones, 1 col. \$1; larger 10c. per in. **THE YOUNGSTOWN ARC ENGRAVING CO., Youngstown, Ohio.**

HALF-TONES for the newspaper or catalogue. Line Cuts. Designs. Electrotypes. **THE STANDARD ENGRAVING CO., 500 7th Avenue, Times Square.**

NEWSPAPER HALF-TONES. 2x3, 75c.; 3x4, \$1; 4x5, \$1.60. Delivered when cash accompanies the order. Send for samples. **KNOXVILLE ENGRAVING CO., Knoxville, Tenn.**

LETTER HEADS

500 Each Letter Heads, Envelopes, Business Cards, Bill Heads, Statements, and Memo Blanks, fine quality bond paper \$8.85; 1000 each \$12.90. 500 each, good quality, \$7.90; 1000 each \$11.65. Artistically printed in any one color. Beautiful panoramic Photo-Gelatine art nature print, handsomely mounted, free with every cash order. **BARTON & SPOONER CO., Cornwall-on-Hudson, N.Y.**

MACHINERY

PRINTERS' MACHINERY at Exceptional Bargain Prices and upon liberal terms. Cylinder presses, job presses, power and lever paper cutters, miscellaneous machinery, etc. Let us know your needs. **CONNER, FENDLER & CO., New York City.**

MAGAZINES

"DOLLARS AND SENSE" (Col. Hunter's Great Book) free with ADVERTISERS' MAGAZINE one year at 50 cents. Indispensable to business men who advertise. Best "Ad-School" in existence. Sample magazine free. ADVERTISERS' MAGAZINE, 737 Commerce Building, Kansas City, Mo.

PAPER

BASSETT & SUTPHIN, 54-60 Lafayette Street, New York City. Coated papers a specialty. Diamond B Perfect White. Write for high-grade catalogues.

PATENTS

PATENTS that PROTECT

Our 3 books for inventors mailed on receipt of 6 cts. stamps. R. S. & A. E. LACEY, Washington, D. C. Established 1869.

PHOTO-ENGRAVING

KITAB ENGRAVING CO. (Inc.), 401 Lafayette St., New York, makers of half-tone, color, line plates. Prompt and careful service. Illustrating. TELEPHONE: 1664 SPRING.

PUBLISHING BUSINESS OPPORTUNITIES

Monthly Trade Paper

In rapidly developing field
With 2,700 subscribers.
Present owner and editor
Will sell \$15 to advertising man
Who will put \$5,000 into the treasury.
Paper has no debts.

HARRIS-DIBBLE COMPANY
Brokers in Publishing Property
253 Broadway, New York

PREMIUMS

PREMIUMS

To publishers, merchants and others who use premiums. We have something you ought to know about. We will prove this if you send postal card inquiry. Address BOX 3164, Boston, Mass.

PRINTING

PHOTO-GELATINE printing for the art and advertising trades, effective and lasting. Barton & Spooner Co., Cornwall-on-Hudson, N.Y.

YOU share with us the economy of our location. Our facilities insure perfect work. Prompt estimates on letter-heads, factory forms and booklets in large quantities. THE BOUTON PRESS, drawer 98, Cuba, N. Y.

SUPPLIES

MR. PUBLISHER: You ought to have Bernard's Cold Water Paste in your circulation dept for pasting mailing wrappers; clean, convenient and cheap. Sample free. BERNARD'S PASTE DEPT., 71 Dearborn Street, Chicago.



Dennison's
TACS and BUSINESS HELPS
will put you in touch with more business.
Information and catalogue sent on request.
Dennison Manufacturing Company
Boston New York Philadelphia Chicago St. Louis

WANTS

SHOE FACTORY wants man to solicit mail orders. WRIGHT, Berlin, Wis.

THE circulation of the New York World, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

WANTED—A business correspondent—a business-getter—for a growing trade paper in a special field. Must have initiative, originality and system. Address "S. E.," care of Printers' Ink.

WANTED—A young man familiar with make-up of advertising forms on trade papers can secure position with large house where rapid promotion for ability is an assured matter. Address "E. S.," care of Printers' Ink.

TO THE ADVERTISING MANAGER.—Do you need a capable assistant? Then wouldn't you prefer a college graduate, prepared also by best correspondence advertising course, well-recommended, willing, energetic, enthusiastic. Address "H. W.," Printers' Ink.

ADVERTISING Manager past 4 years leading daily newspaper, city 50,000, desires change. American 34, married, 12 years ad-writer, solicitor. Result producer; good appearance and address. A-1 references. "ENERGETIC," care Printers' Ink.

WANTED—Advertising, Newspaper and Magazine Managers, Reporters, Superintendents, Specialists and Office Men. We cover the entire advertising and publishing field. Write to-day. HAPGOODS, 305 Broadway, New York, or 1010 Hartford Building, Chicago.

POSITIONS NOW OPEN—Adv. mgr., department store experience, Northwest, \$50; adv. agency man, Mass., \$30-\$35; adv. mgr., Ill., \$30; bus. mgr., N. J.; cir. mgr., N. Y., \$20; editors, Pa., N. Y., O., La., \$20 to \$30; also good openings for linotype operators and reporters. Booklet sent free. FERNALD'S NEWSPAPER MEN'S EXCHANGE, Springfield, Mass.

POSITION WANTED as classified advertising manager. Now employed in this capacity on the greatest daily in the northwest. Thoroughly familiar with every detail of advertising. Want to take hold in a field offering greater opportunities. Hard worker and know how to get results. A No. 1 references. Address "S. E. A.," care Printers' Ink.

YOUNG MEN AND WOMEN of ability who seek positions as adwriters and ad managers should use the classified columns of PRINTERS' INK, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 20 cents a line, six words to the line. PRINTERS' INK is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

A WOMAN, now and for past five years in charge of Advertising Department of manufacturing concern of national repute and with wide experience in varied lines of advertising, wishes to assume charge of Advertising Department in New York. Would also like to hear from Advertising Agency (New York or elsewhere), desiring copy writer. "X. Y. Z.," care Printers' Ink.

WANTED—Clerks and others with common school educations only, who wish to qualify for ready positions at \$25 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$8,000 place, another \$5,000, and any number earn \$1,500. The best clothing advertiser in New York owes his success within a few months to my teachings. Demand exceeds supply. **GEORGE H. POWELL**, Advertising and Business Expert, 768 Metropolitan Annex, N. Y.

Advertising Man, Solicitor and Salesman

Desires to change position! Six years of successful work. Will furnish best references. An interview will convince you. Address "ADV. MGR.," Box 212, Brockton, Mass.

"LETTERINE"

We want every dealer or clerk who makes window cards or price tickets to try "Letterine." **SPECIAL OFFER.**—Send us six cents in stamps and we will send you a large sample bottle free. "Letterine" dries jet black and beautiful gloss. Made also in colors. **THADDEUS DAVIDS CO.**, 95-97 Vandam St., New York. Established 1825.

HATES TO MISS A SINGLE NUMBER.

PUBLIC SERVICE BOND.
THE TAYLOR-BURT CO., PAPERMAKERS.
HOLYOKE, NOV. 12, 1908.

Editor of PRINTERS' INK:

Enclosed is check for the renewal of my subscription to PRINTERS' INK. Will you please send future copies to my residence, address enclosed.

Occasionally copies get astray, and though I cannot truthfully repeat the hoary expression that "I read PRINTERS' INK as religiously as I do my Bible" (because, presumably, I am not so good as most of your readers), yet I hate to miss a single number.

Yours very truly,

ALEX. RICHARDS.

Here are a few gems from the little house organ, the *Good Profit*, which Benj. H. Jefferson gets out for Lyon & Healy, of Chicago:

My son, be not discouraged; consider the cucumber, which does its best fighting after it is down.

Merchants should always remember, in considering outside schemes, that there is lots of gold in seawater—but it costs too much to get it out.

"What's in a name?" There's two million dollars' worth of advertising in ours. When your customer sees that flourish on the L in our trade-mark signature, it means \$ \$ to you.

Some men would kick because there are holes in Champagne.

The largest profit may not always be the best—"the good profit." According to life insurance tables your customer has some years longer to live. Ergo—play him to come back. Quality does it.

Wealthy, indulgent papas with budding daughters are susceptible to harp arguments.

Sell on easy monthly installments—we'll carry the paper for you, if you like.

Renewal orders for the Angelus player-piano were sent out last week through the Frank Presbrey Co. to an extended list of standard magazines and weeklies. The new list included a number of additional publications.

SUPER-SENSITIVE.

BERNHHEIM DISTILLING CO., INC.,
Successors to Bernheim Bros.
Kentucky Whiskies.

LOUISVILLE, KY., NOV. 14, 1908.

Editor of PRINTERS' INK:

I always save PRINTERS' INK and read it in spare moments; consequently I only came across to-day an article on Mr. C. W. Post, in your issue of August 12. In this article, page eight, the writer, Mr. Jas. H. Collins, says:

"He admitted that probably advertising agencies to-day were a good deal more honest than when he began business. There has been a drift towards honesty in business of all kinds. He knew a firm of Hebrews, for instance, who had nothing particularly honest in their make-up, and yet the business they conduct is as straight as a string, because it pays to be honest as a policy."

I am not surprised that Mr. Post should make the remarks. That gentleman has given such abundant evidence of his intemperate opinions and unfair attacks that this slur on the Hebrew race is quite a mild offence for Post. But I am surprised that PRINTERS' INK should publish it, for it is an underhand, covert slander of a whole race in general, and no one in particular.

Respectfully yours,

L. S. BERNHEIM.

There is nothing slanderous in the remark quoted and Mr. Post did not intend it to be so. If instead of Hebrews, the reference had been to Germans, Yankees or Eskimos, no one of those races would have felt that it had been slurred. The man who is looking for slights can always find them. Racial prejudice is a mighty good thing to forget.

Wood, Putnam & Wood are using general publications with a large circulation for the Estabrook Press, advertising engraving and stationery for the holidays.

Business Going Out

Orders are now going out from the McFarland Publicity Service, Harrisburg, for the spring advertising of Heller Brothers, New Castle, Ind. As heretofore, the principal part of the appropriation will be spent in horticultural journals and women's publications, although a few standard magazines will be added.

The Hecker-Jones-Jewell Milling Company is considering the use of space in newspapers in New York and New England states.

Copy for *Scribner's Magazine* will go to newspapers shortly. Mr. Mix, the advertising manager, is making up the list to be used.

Ker Brothers, New York City, fruit and produce dealers, are asking for rates from newspapers.

The Volkmann Agency, New York, is placing 42 lines, 52 insertions, with newspapers on account of O. H. White, Buffalo, toilet preparations.

The Ceylon Planters' Tea Company, Philadelphia, is requesting rates from newspapers.

The Press Syndicate, Lockport, N. Y., is using 24-word copy, daily and Sunday, for three months, in newspapers, through the Morse International Agency, New York.

Gulf Coast and Spanish papers are being added to the advertising of Glen Saint Mary Nurseries Company, Glen Saint Mary, Florida, by The McFarland Publicity Service, Harrisburg.

Two-time copy, 738 lines, has been sent to newspapers by N. W. Ayer & Son, Philadelphia, for the Curtis Publishing Company, of the same city.

The E. H. Clark Agency, Chicago, is making 3,000 line contracts with newspapers in the South and Southwest for the Woman's National Benefit Company.

William Rickey, of B. W. Dodd & Company, New York, publishers, is sending out some double-column copy to newspapers.

Newspapers in larger cities have received copy for the *Woman's Home Companion* from J. W. Morgan & Co., New York.

Copy is going to newspapers from the Frank Kiernan Agency, New York, for the Health Company.

The advertising of the Korreect Shape Shoe Company, handled by Ellis &

Dowst, Boston, is placed upon the recommendation of local shoe dealers, who stand half of the advertising expense.

One hundred and fifty lines, double column, have been placed with newspapers, on a cash basis, by E. T. Howard, for the *Century Magazine*.

The usual list of newspapers have received copy from the J. Walter Thompson Company, New York, to advertise Apollinaris water.

A. Frank Richardson, New York, is placing copy with a number of weekly newspapers for W. H. May, maker of a cure for fits.

It is expected that Mr. White, of the Potter Drug and Chemical Company, Boston, will shortly take up the list of additional papers to be used for Cuticura advertising; business being placed through the Morse International Agency.

Williams & Cunnyngnam, Chicago, are placing copy with newspapers for Quaker Oats advertising.

Among the new advertisers whose business The McFarland Publicity Service, Harrisburg, is placing is the Lititz Bretzel Company, of Lititz, Pa. A limited line of attractive experimental copy is now going out.

A. L. Sutton, formerly governor of publicity for the Jamestown Exposition, has been appointed cost manager for the Merrill Adv. Agency with offices located at 826-827 Foxcroft Bldg., San Francisco, Cal.

H. Sumner Sternberg, advertising service, will hereafter handle the advertising of the Surprise Stores, New York City. Copy will be sent to a large list of suburban papers. Another account Mr. Sternberg will handle is that of Leumann Boesch & Weingart, corset-covers. Women's publications and trade journals will be used next spring.

BOSTON ITEMS.

The New England Advertising Agency, 53 State St., is handling the advertising of the Columbia Novelty Co. and several other mail order advertisers in the leading agricultural and mail order mediums.

The *Atlantic Monthly* is being advertised in leading December magazines. The contracts are placed by different agencies.

The advertising of the United Fruit Co., Atlantic Ave., Boston, is now handled from the New York end. Considerable advertising is planned for

next season and it will all be handled by the general traffic manager, Mr. George O. Summers, 17 Battery Place, New York City. The contracts for this advertising will be placed by the Frank Presbrey Agency.

The magazine list for Vinol is being made up. The appropriation for next year is not as large as for 1908. The contracts are placed by the James T. Wetherald Agency.

New England dailies are receiving one thousand line contracts for the advertising of the Butterick Publishing Co. The appropriation has been split up among several of the large agencies.

H. H. Carter & Co. are sending out 66 line copy to general mediums for their usual Christmas advertising. The business is placed by J. J. Riegel, of Wood, Putnam & Wood.

The appropriation of the Hubbard Germicide Co. has been secured by W. S. McCartney of the Boston office of the J. Walter Thompson Co. Plans are being made for a general advertising campaign.

Mr. John Wood, of Wood, Putnam & Wood, has returned from an extensive South American trip. This was his second trip to South America, most of his time being spent in Brazil in connection with the much discussed advertising of the Brazilian Government.

Agricultural papers are receiving contracts and copy for the advertising of the Boston Molasses Co., 24 Broad St. This account is placed by the J. Walter Thompson Co.

S. A. Conover, New England manager for N. W. Ayer & Son, is figuring with a number of leading publications for the advertising of several of the large schools of New England. This office places a very large percentage of all the school advertising in this territory.

The list of general magazines and agricultural papers for the advertising of Harrington & Richardson Arms Co., Worcester, Mass., is being made up by W. L. Weedon, of Wood, Putnam & Wood. Contracts will go out shortly from this agency covering the 1909 campaign.

Stone & Webster, construction engineers, have made an appropriation for an extensive campaign in leading publications. This desirable contract has been secured by Wm. J. Boardman, of the George Batten Agency. It is understood that they will use four publications to start with and that others will be added from time to time.

A new daily paper has appeared in Boston. It is published in the interests of Christian Science and called the *Christian Science Monitor*. The first issue appeared Nov. 24. Considerable advertising for this paper is being placed by Wood, Putnam & Wood. This advertising is appearing in the leading

New England dailies in the form of reading notices.

The Shumway Agency is placing some advertising for W. A. Wilde & Co., publishers. Most of the contracts are going to religious papers.

The H. B. Humphrey Agency is handling six time contracts for the advertising of the Hovey-Kenny Co. Daily newspapers are being used.

Publications adapted to the advertising of tours are receiving small contracts from the Wm. T. Shepard Tour Co., Boston, and the Longley Tours, Worcester, Mass.

ATTENTION, CIRCULATION MANAGER!

Editor of PRINTERS' INK:

The writer has often noticed what frequent and what desperate attempts are made by publishers in their advertising and circular matter to prove that every one of their copies is read by four or five in a family. If they have a circulation of 100,000 they figure they have 500,000 readers.

Now, it seems to me, that those publishers have overlooked something that would furnish additional argument along this line. Have you never noticed, as you have traveled from Manhattan to one of those far off places like Brooklyn, that there will be a man hanging on a strap reading a newspaper, while there will be one man on either side of him reading his paper, a few more looking over his shoulder, and a few men sitting in seats who are charitable people, and think his education is not sufficient to allow him to read his paper alone, and are helping him digest the contents of same?

As a result of all this, there is an average of fifteen or twenty people who read the paper before the original purchaser arrives at his destination.

Why don't our advertising managers wake up and claim all of these readers for every individual copy?

Yours truly,

N. O. JOKE.

NOT AFRAID OF A PANIC.

"Well, let her panic," remarked a contented farmer. "Cellar full of potatoes, bins full of wheat, cribs full of corn, plenty of fattened hogs and good cattle, wood pile as high as the house, and money in the bank. Guess this'll make those Wall Street fellows who have been poking fun at the farmers sit up and take notice."—*Twentieth Century Review*.

Neighbor: "Bertie, your mother is calling you."

Bertie: "Yes'm. I know it, but I fancy she doesn't want me very badly."

Neighbor: "But she has called you seven times already."

Bertie: "Yes, I know, but she hasn't called 'Albert' yet."—*Philadelphia Inquirer*.

ADVERTISING AGENTS WHO WASTE CLIENTS MONEY.

BUFFALO, N. Y., Nov. 13, 1908.

Editor of PRINTERS' INK:

"... and we have known of thousands of dollars, if not millions, being wasted by injudicious selection of mediums, simply because the agent does not know the first thing about publications in special fields."

The above quotation is from a letter of the publisher of a trade paper, received this morning. Other disparaging statements were also made, apparently with great earnestness. Solicitors for trade papers who have called upon the writer have earnestly made similar statements.

Can it be true that progressive advertising agents are so far "off the job" that they cannot advise their clients regarding class publications or can it be that publishers of these class publications are so much further "off the job" that they fail to supply agencies with advice about their publications, sufficient for the agent to base an honest opinion of its value?

In the writer's opinion it would have been far better for this publisher to have devoted the same two and a half pages of disparagement of agents to the same amount of educational matter and addressed it to the agent through whom the advertising solicited will be placed, though it is to be doubted whether the publisher would have told the agent anything new. He has not furnished us with any information regarding his publication which we do not already know, or had obtained in discussion with our advertising agent.

The writer appreciates that this controversy is an old one; that it has been mentioned in your columns. He feels, however, that it is of sufficient import to advertisers to be worthy of further editorial comment. He knows of no paper better suited for this purpose in the advertising field than "The Little School Master." If you can spare the space, I hope you will comment upon this situation and invite the expression of both publisher and agent.

Yours truly,
HARRY L. MARSHALL.

Reputable agents of the first-class are in a position to give intelligent advice to their clients upon the selection of mediums. Their rate or estimate clerks spend much of their time in listening to the representatives who call upon them to present information concerning their several publications. They also study the newspaper directories, look over the literature sent out by the publishers, etc. From information thus obtained they are able to pretty accurately determine the value of the various papers.

As in every other business men

are to be found who are too lazy or indifferent to keep posted on the relative values of mediums. They recommend to clients lists of publications which they may have known something about five or ten years ago, but possess little, if any, accurate knowledge of their condition to-day. Such agents, because of their ignorance, are the ones who waste their clients' money.

William A. Whitney, for many years advertising manager of the Phelps Publishing Co., Springfield, Mass., has been elected treasurer of the corporation. Mr. Whitney began his career with the Phelps Company twenty-seven years ago, as an office-boy. In 1888 he became advertising manager of the *Farm and Home* and *New England Homestead*, and in 1899 was chosen a director.

BLANK SPACES AS PICTURES.

BINGHAMTON, N. Y., Nov. 11, 1908.

Editor of PRINTERS' INK:

Your valuable little paper is a bright spot in the week's study of the problems it often solves.

Is it a customary thing for the people whose ad I enclose to use such illustrations?

As you will see from the date on it I clipped this from the *N. Y. Times* Oct. 29.

With best wishes,

Yours sincerely,
J. HERBERT TOAL.

The ad enclosed is one put out by the firm of Mark Cross, New York, and occupied one column. The "illustration," to which Mr. Toal refers, consisted of blank spaces, the largest of which was two and a quarter inches deep. A line above one of these indicated that it represented a "Cross Portable Writing Desk," another a "Cross Theatre Envelope," and the third "Correspondence Cases." The imagination of the reader is left to supply the pictures of these articles. It is quite probable that the cuts designed to fill these spaces did not show up in time and the ad was used without them. We have not yet reached the point where it is safe to use blank spaces as illustrations in advertisements.

If You Could Call *On Every Advertiser*

regularly every week or so and get their attention long enough to make a few timely remarks about your medium, you would doubtless get considerable business that you don't get now.

The cost of making the calls wouldn't be considered if you got results.

Add PRINTERS' INK to your soliciting force and let it make the bulk of these calls.

You'll find that advertising in PRINTERS' INK helps your solicitors close business—and quite frequently it does important and successful soliciting itself.

If you want evidence of this, just take note that the best-patronized publications are among the biggest users of space in PRINTERS' INK.

Try a little of your own medicine. Advertise for advertising.

PRINTERS' INK PUBLISHING COMPANY
10 SPRUCE STREET ❖ ❖ ❖ NEW YORK

The CINCINNATI ENQUIRER

¶ Is the "*Essential*" newspaper to the great body of readers in Cincinnati, in Ohio, and neighboring States.

¶ It is, and always has been, the "*Essential*" newspaper in these prosperous Middle West homes. It costs as much in one day (5 cents per copy) as its contemporaries do in five,—but the reader gets *his money's worth*.

¶ His willingness to pay *the price* in this era of "popular priced" newspapers is indisputable proof of its quality; the thousands of readers daily conclusive proof of the quantity of its circulation.

¶ This combination of *Quality* and *Quantity* has made it the "*Essential*" and *Indispensable* newspaper to advertisers—local and foreign.

¶ It leads in the "*Strength Test*" in *news value* to the reader and *productive value* to the advertiser.

¶ To interest the advertiser, you must *command* your reader. The ENQUIRER does.

¶ It is the Giant Morning Daily of the Middle West.

The S. C. BECKWITH SPECIAL AGENCY
SOLE AGENTS FOREIGN ADVERTISING
NEW YORK TRIBUNE BUILDING CHICAGO